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# REPORTER

OF DIRECT ADVERTISING

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*The*

OFFICIAL MONTHLY PUBLICATION OF THE DIRECT MAIL ADVERTISING ASSOCIATION, INC

JUNE • 1938

Price 25c • \$3.00 per year

See... "A Headliner in Salesmanship for 1938"

PAGE FOUR

"Here is where I started getting up and giving John his breakfast before he went to work..."



## *Do Any of Your Accounts Procrastinate?*

Does it ever happen that the copy to be okayed is neglected until the dead line is on your back? Is the art work ever only half finished on the day you've got to have it?

Are you ever hit by that nauseating fear that another delay will shoot your mailing schedules to pieces?

If you are, it is well to become acquainted with the P. H. Glatfelter Co., Paper Manufacturers, whose fast deliveries have many times saved the value of timed mailings. *Time lost cannot be regained, but profits can be protected by time saved.*

A fortunate location, a large capacity, and up-to-date equipment make possible from Glatfelter a speed of service that is rarely equalled.

**P. H. GLATFELTER CO.**

SPRING GROVE, PA.

PAPER MAKERS SINCE 1864

**When you are producing a direct mail piece, protect yourself against lost time by ordering your paper from**

# **GLATFELTER**

**Book, Bond, Offset, Litho, Mimeograph Papers**

# THE REPORTER OF DIRECT ADVERTISING

OFFICIAL PUBLICATION of the DIRECT MAIL ADVERTISING ASSOCIATION  
PENNSYLVANIA HOTEL • NEW YORK, N. Y.

Editor . . . . . Henry Hoke

Associates . . . . All of the  
Members of the D.M.A.A.

VOL. 1

JUNE, 1938

NO. 3

## In This Issue . . .

*Your reporter* introduces an old friend and critic extraordinary . . . Sam Slick. The first of his regularly scheduled monthly articles appears on page 32. Read his thoughts with tolerance. If you do not agree with him, tell him so. He, as well as *your reporter*, will be glad to have *your* opinions.

We introduce also, another old friend . . . Bob Orr. His letter (or copy) improving technique has attracted and helped thousands. He continues his good work in the *Reporter* starting page 28.

We will try to follow some of the advice just received from Jules Paglin of Sam Bonart, Inc., of New Orleans, who says:

Your editorial policy must be based upon the same standards that the Association was founded upon . . . EDUCATION. Take away the purpose of education from the association and it falls.

We need more of just the kind of stuff that gained for direct mail a place in this business world. Reason why copy . . . how to do it ideas . . . what to do when explanations . . . and more actual examples of material that did the trick, not long winded explanations of something that is hard to understand.

You have the largest and best and most complete library in the game. Take the time to cull real merchandising and promotional ideas that will inspire business and results. Go back for ten or twenty years and give us some of the grand things that the old timers did that had good sound fundamental thinking and that brought home the bacon. Give us some of that great human interest copy that Charley Weirs used to write and many others of the old timers.

After all this new modern stuff is swell. The tricks and gadgets are great and they startle you too, but the good old formula of interest, desire and action still holds good. I am not a promoter for the good old days, but every day I run across some smart thing that was good some years ago and still is. Even Caples new book gives the old 1924 headlines a big play because they had the sound principles.

Now that you have a medium of expression use it for actual, factual information. Give us more of the how, when and why. Tell us what the other fellows did and give us the copy with it. Educate. The Association has no other purpose. I don't mean education as to how much direct mail is used, or where we stand in the list of media. I mean good solid meaty stuff that will stick to the ribs of our memories of doing things by direct mail.

\* \* \*

Jules, and the rest of you, may find some such stuff in this issue. One thing is certain. This magazine has the most astoundingly active group of Associate Editors (see mast head) in the history of publishing. They tell the editor *plenty*. And the editor likes it.

H. H.

## YOUR FORUM

Snatches of letters and ideas from members. Readers are urged to answer . . . or throw their own hat in the ring.

### The Waves Keep Rolling

As you can guess from the number of copies of the *Reporter* we have ordered, I have forwarded them to hotelmen, directors, and others who might be interested. This morning I received a letter from the Flanders Hotel of Atlantic City stating they were very much impressed by "*The Reporter*" and intend to subscribe to it. About two years ago I installed at the Flanders a direct mail system similar to that of The Seaside and The Senator.

I hope that some of the other friends to whom I have mailed "*The Reporter*" will send you subscriptions so that we may in some way repay you.

A. G. Towers, General Manager,  
the Senator, Atlantic City, N. J.

REPORTER'S NOTE: No repayment necessary. To learn about your fine work and to get to know you folks better . . . is payment enough.

### Getting to be a Serious Matter . . . For Conference

It seems that our Advertising Department has a meeting every Tuesday morning, scheduled for the purpose of discussing and planning matters of routine aspect. It was most obvious, as we filed obsequiously into the conference room this morning, that something of no little moment was furrowing the brow of one, L. J. Ott, our esteemed advertising major domo. "Here," he said, and his voice was rough and harsh with emotion as he broke the respectful silence, "is the most horrible example of typography and page layout that I have ever seen!" And with that, Mr. Hoke, he threw down a copy of your monthly publication, *The Reporter*. "Look at that — — — hodge-podge of type and page layout—look well and never let me catch you fostering such a per-

(Continued next page)



## YOUR FORUM

(Continued)

petration as this!" And he eyed each of us balefully. (The dashes indicate where Mr. Ott's vocabulary broke down and assumed the common touch.)

Well, Mr. Hoke, timorous as I may seem, I disagreed with Mr. Ott—I took up the gauntlet and spoke thusly, with considerable force, "Mr. Ott, I think that *The Reporter* is easily read and comprehended in its present form and I see, despite its optical disarray, a certain subtle method of attack!"

"Well, I'll be ——— if I do!" And here Mr. Ott again fell victim to a baser nature. "I'd like to hear what Henry Hoke has to say about this conglomeration of typographical disorganization!"

And so, Mr. Hoke, I ask for vindication of my favorable opinion. What is it that I like about this magazine of yours? Why? Perhaps you can even convince the orderly mind of our Mr. Ott that there is method in your madness.

May we hear from you?

Thornton Lake, Ohio Brass Company, Mansfield, Ohio.

REPORTER'S NOTE: I may be stubborn . . . but the very fact that our format has stirred up a storm of letters evenly divided pro and con shows that we have hit an interesting note. And after all, isn't this follow through style better than the "continued jumps" to back pages used by general magazines as a bait to advertisers?

And after all, format doesn't really matter. It is what we print that counts. Regards to all of you pro and con . . . and let's have another conference in a certain room at the Stevens Hotel, September 28th. H., H.

### Likes the Truth!

"Our twenty-five copies of the May *Reporter* arrived yesterday and I took one copy home with me. It was 12:20 a.m. when I laid it down, so you know I found plenty of interest in it.

I think "The Truth about Direct Advertising" is the most valuable and helpful compilation of facts and figures that I have seen for a long time, and if I were to try to list all the other articles in which I found something of interest or of value to me and to my staff, I am afraid the list would read like a complete index of the issue.

I think you are doing a grand job for everybody connected with Direct Mail. More power to you!

A. A. Brentano, President, Keller-Crescent Co., Evansville, Indiana

## A Headliner in Salesmanship for 1938

Congratulations and a GOLD PALM to Belnap and Thompson, Inc. (Sales Promotion Agency) 309 West Jackson Boulevard, Chicago, Illinois . . . for an outstanding achievement in the graphic arts . . . and in the promotion of Salesmanship.

Their new "Push Book"—(successor to Prize Books) is beautiful to behold and wonderful to read.



A stiff 4-page cover jacket (with circular die cut to show dancing girls on the booklet cover) is titled "Headliner . . . for 1938." The book itself (inside the jacket) measures 10"x14", fifty pages and cover. The cover is predominantly black and varnished.

The jacket explains the plan to manufacturers—the book itself is sold to manufacturers (or employers of salesmen) who run sales contests. Among present users, *your reporter* learns, are firms such as: General Electric, Cleveland; Graybar Electric, New York; Federal Hardware Mutuals, Minneapolis; Studebaker, South Bend; Jewel Tea, Barrington, Illinois; Kraft-Phenix Cheese Corporation; Standard Oil; Pure Oil; Sinclair Refining; Abbott Laboratories; Libby, McNeil & Libby; Hotpoint-Edison Electric; Whiting-Plover Paper Corporation,—(in which list are some prominent D.M.A.A. members and Fifty Leaders).

The jacket explains that this is a new way of presenting 658 prizes to salesmen,—plus sales stimulating ideas, de luxe printing, color, cartoons, editorials and special features. The jacket also explains that there are six things the Push Book will do: (1) Get men to set own quotas (2) Get specific jobs done (3) Plant selling ideas (4) Build good will (5) Increase effectiveness and (6) Interest whole family.

The explanation under No. 1 for example is:

Experience has proved that one of the many things this type of book will do is get your men to set their own quotas. Salesmen who look through the



Prize Pages pick out things they want to win for themselves or their families, figure out what they have to do to get them, and in that way set quotas for themselves. The experience of clients who have watched this psychology work, shows that nine times out of ten, the quota a man sets for himself in this way, is much LARGER than the quota his company might set for him.

As for the Push Book itself . . . it is a combination of Fortune, Esquire, Wearing Apparel Arts . . . and the best in photography, paper, printing, cartoons and copy.

Interspersed between the pages of illustrations are full page Esquirish cartoons in color. Not just ordinary "funny pictures" but cartoons created especially for salesmen and drawn by well known artists. Each cartoon illustrates a sales point or selling idea, having to do with salesmen. They picture in an interesting and humorous way the human side of selling, so that his whole family will enjoy them.

Interspersed also between the pages illustrating the 658 prizes are articles or editorials on or about selling.

Here's the closing paragraph from page article entitled: Salesmen Are Born—

The fellow who makes good today is not the born salesman—he is the fellow who is willing to listen to how the others do it . . . he's the fellow who isn't just going to see what happens . . . he's the fellow who's going to make them happen . . . he's the fellow who believes that "salesmen are born" but, that what happens after that is . . . up to himself!

There is a "Salute to Salesmen"—being a reprint of Merle Thorpe's (Nation's Business) article in the Commentator . . . which ends:

So let him hold his head high, his chin up, and his chest out who can say to the world, "I am a salesman."

There are stories about salesmanship—even jokes, such as:

"What!" exclaimed the lady, "you charge me a dollar for that loose-leaf scrap book."

"Yes, ma'am," replied the polite stationer, "that is the very lowest price we can sell it for."

"How is it that I can get one just like it at Brown's for 90 cents?"

"I cannot say, madam. Perhaps Mr. Brown has taken a fancy to you. He is a widower, and you are very beautiful and—yes, ma'am, one dollar. Thank you."

And finally . . . there is a salute to the salesman's wife. And that, friends and fellow salesmen, is the real reason why your reporter brought up this story.

There is a whole new virgin field for direct mail and selling development in the *secondary approach* to the wives of salesmen. Some companies have sounded out the possibilities . . . many have not.

For definite proof, your reporter refers members and readers to the successful campaign of Monarch Life Insurance Company, Springfield, Mass. in the 1936 Direct Mail Leaders. In that campaign the major effort was directed toward

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## YOUR FORUM

(Continued)

### If Someone Would Donate the Paper!!

I wish you could make *The Reporter* one-sided!

Forgive the pun, but actually I clipped so much from the May issue for filing that several times I had a bad time in deciding which side of the paper should control!

Troy M. Rodlun, 4000 Cathedral Avenue, Washington, D.C.



Excuse me, but our boys are really "going to town" this month.

Color Cartoon from Prize Book

### Swell!

I am one of those who for a long time has wanted to see the Association issue a month official organ for the group interested in direct advertising. I have read practically every word of Vol. I, No. 1. All I can say is, that you have done an excellent job. Here are some of the things I like about it.

1. Not copyrighted.
2. Emphasis on case histories is exactly right.
3. "Your Forum" is good and arrests attention on every page.
4. The short, short story by Earle A. Buckley is good.
5. At first glance your make-up seemed hodge-podgy. When I got the hang of it, I began to like it, and believe it is a good style.

Again I say, excellent! Congratulations!

Stanley Morris, Kalamazoo, Mich.

## YOUR FORUM

(Continued)

### A Good Thing to Remember

Here is an item that might be of interest in the *Reporter*:

Ask if a business reply card issued under a permit and section number for New York City can have a return address for another city. The answer is "yes."

To be specific, the Post Office tells us that we can have a business reply card issued under first class permit No. 12377, Section 510 PL&R, New York, New York, and have a return address made out to American Machine & Foundry Co., Crawford Oven Division, 200 Shelton Ave., New Haven, Conn.

I certainly enjoyed the *Reporter* and think there is some good information in it. However, I do not like the idea of running the Forum on the same page with the other material. You are correct in that it will make the reader go through the magazine twice. That is what I object to, due to limit of time for reading.

R. G. Sutherin, Sales Dept., Bakery Equipment Division, American Machine and Foundry Co., New York, N. Y.

### Why He Likes It!

Last night I read the May *Reporter* from cover to cover. I like it! I like it because it does not hesitate to criticize some of the rackets in direct mail. I like it because it is written in human style.

People interested in direct mail want news, helpful information—yes, real facts and figures on their own industry. You are to be complimented. Good Health and Happiness.

John A. Smith, John A. Smith and Staff, Boston, Massachusetts

### About the Library

Thank you very much indeed for lending us the samples of farm implement literature. This material is being returned to you today under separate cover.

Your library service is a very valuable one. We look forward to availing ourselves of it again in the future.

Arthur W. Winter, Vice-President, Evans-Winter-Hebb, Inc. Detroit, Michigan.

**REPORTER'S NOTE:** Current statistics show that D.M.A.A. members are using the library more frequently now than ever before!

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## A Headliner in Salesmanship for 1938

(Continued)

the wives,—even to sending them sealed short messages to open and read each day at the breakfast table. (Campaign on file, D.M.A.A. Library.)

So . . . that is why we asked for and received permission from Roy Belnap to use one of the cartoon illustrations from his Push Book—for the front cover of this June *Reporter*. Perhaps the Mrs. got a sealed message?

The Push Book goes far beyond the ordinary prize or sales book, in that it was designed subtly but definitely to appeal to the home circle—and thereby stimulate sales effort.

Your reporter traveled to Newark recently to attend the sales convention of the Federal Hardware and Implement Mutuals, Minneapolis, Minnesota. It was staged in showmanship style (D.M.A.A. convention props helping) by D.M.A.A. Director Don Raihle—one of the users of the Push Book plan of selling. We saw the idea dramatized. We talked to salesmen. We learned that they liked it.

Part of the closing words on the jacket (directed to the bosses) are worth repeating:

Keeping up sales volume and salesmen's enthusiasm in 1938 is not going to be easy. According to men who are in a position to know what they are talking about, it looks as though it is going to take something UNUSUAL . . . something more effective than has ever been used before, to get results from plans to be operated through salesmen in 1938. A "Push Book" in the hands of your salesmen, your jobber salesmen or your dealers' salesmen, will inspire them to greater effort . . . encourage them to do the things you know will get more business in 1938.

That is good advice . . . whether you use a push book, prizes or what! Encourage your salesmen . . . in 1938. And in your plans, consider the possibilities of a "center of influence" campaign to the home.

Again . . . congratulations to Belnap and Thompson. The Gold Palm will reach you soon!

Reporter's final note: Roy Belnap incautiously offers to send a complimentary copy to our readers "for a limited period of time." I hope you don't clean him out!

If you . . .

enjoy the thrill of creative expression; the satisfaction of original thinking; the pleasure of coaxing thought embers into glowing idea-sparks that radiate the pure white heat of inspiration, friendliness, and selling power . . . then brother, you're sunk—you'll be an advertising man the rest of your life.

HAL STEDFELD

# Selling Educational Programs by In-direct Advertising

The American Viscose Corporation noticed constant requests from teachers and students in domestic science, sewing and chemistry classes in large schools and colleges for information about Rayon.

It dawned . . . that this seemed to be an ideal field into which seeds of "future Rayon demand" could be planted.

Therefore . . . creative genius designed an attractive text book on Rayon; a comprehensive miniature exhibit of raw materials, a 36"x38" wall chart and numerous student leaflets . . . and the whole combination was offered (for the low



*The Story of Rayon—nicely bound practical book of 96 pages in stiff bound cover, profusely illustrated, covering a complete explanation of rayon, its discovery and development, its distinguishing characteristics and the various processes used in the manufacture of rayon*

price of \$1.50 complete) to teachers in a simple, economical folder. For convenience in bookkeeping, shipping, etc., circulars were sent out over the name of the printer (Moore Press, New York) and remittances were received by them.

The circulars were sent to about 18,000 teachers in high schools, colleges, etc., after an original distribution of complimentary material to libraries, Boards of Education, etc.

Your reporter is told that results have been surprising. Immediate response to the circular was received, and there

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## YOUR FORUM

(Continued)

### There Will be Facts and Figures in Chicago

I have been selling merchandise for the last twenty years. Have handled sales forces and have been a salesman of insurance, automobiles and textiles. I would rather sell by direct mail any day as it is a cleaner cut method; does away with many of the nasty features that go with selling through agents or salesmen, and as I see it, has an unusual future if the direct mail people will continue to handle first class merchandise and use ordinary horse sense in their advertising.

I feel that the D.M.A.A. has done an unusual job all the way through, and feel that it has been invaluable to me if all I got out of it was the contacts I made at the yearly conventions. I wish that the next convention would have a little bit more of the type of direct mail information that was given out at Cincinnati rather than information that in many cases, was more valuable to the companies that use direct mail as a means of assisting their agents and salesmen.

*J. W. Walker, Vice President, Postal Life and Casualty Insurance Co., Kansas City Mo.*

### There Are 49 Uses for Direct Mail . . . Mail Order is Only ONE of Them

There should be a clear cut separation between direct mail advertising and direct mail selling. At the last two conventions many members were working on the specific return of certain test mailings, how the general mailing compared to the test, etc., and had concrete figures to back up their statement that the mailings produced a profit or showed a loss. There are many other members, however, that classify their direct mail efforts as direct mail advertising which is made in support of a branch office or a direct sales organization on which immediate and definite returns in the way of a postcard order does not determine the effectiveness of the mailing.

I have always felt that this classification could be made without harm to the Association.

*Elmer Pierce, The A. Nash Company, 1916 Elm St., Cincinnati, O.*

**REPORTER'S NOTE:** The point of confusion is this—that many of those (especially if they are beginners)—who use Direct Advertising—by mail, expect in 90% of all

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## YOUR FORUM

(Continued)

cases that it should produce a direct return through a definitely designated form of action, whereas—90% of all moneys spent in general advertising—whether in newspapers, magazines, radio or other forms—ride without expectation or return—and ride without any form of direct action. Too much loose talk about startling percentages of returns has been a detriment to direct mail.

### About the Future

When we sent you the subscription for *The Reporter*, we had a few doubts. Frankly, I wondered what in the world you would put into it that the trade papers were not already putting into their columns, but you certainly are giving us what we never had before and I am sincerely grateful for your having started the paper.

Now I am wondering if it is possible to have enough good material to keep your paper up to its present high standard. You can see that I have caught the New England infection of "leaning-over-backwards-conservatism."

I notice some of your correspondents are talking about your make-up. I think your make-up is unusually good. The variety tends to add interest, and although I don't agree with you that anyone is going to read the paper over twice to get both columns, it is sort of fun to run along with the two themes as one turns the pages.

My very best wishes to you in this good piece of work. May you carry it on as well as you have started.

Mrs. Lucile H. Shoop, Advertising Department Copy Chief, *The Christian Science Monitor*, Boston, Mass.

### The Pappy of the DMAA Blesses His "Grand" Child

*The Reporter* is admirably well done, both from the standpoint of physical format and text material. You have set a high plane for future issues to follow.

If you can keep the text material full of lively case stories dealing with current problems in the Graphic Arts and direct mail field, I believe you will secure an increasing reader interest. All good wishes for your success.

Homer J. Buckley, Buckley, De-ment and Co., 1300 Jackson Blvd., Chicago, Ill.

## Selling Educational Programs by In-direct Advertising

(Continued)

has been a continued response,—showing that the circular was saved throughout the school year. Teachers sent for this material as they came to this course of study.

We've searched through the 49 Ways index trying to classify this clever campaign. Suppose it fits under No. 23



Educational Kit—beautifully bound with stiff binding in grey and red, opens like a book, contains removable samples of the 7 stages in the manufacture of rayon from wood chips to the finished fabrics.

"Selling new type of buyer." There are unlimited ways in which direct mail can be used to create a demand in the minds of the buyers of tomorrow.

## How to Plan a Letterhead Intelligently

Your reporter may get himself into hot water . . . by talking too loudly about an advertiser . . . and a supplier member of the D.M.A.A. *The Reporter* is not, and never will be, a puff sheet. But, we believe that some recognition should be given to the donation made by International Paper Company . . . to the art of letterhead planning (the weakest element in direct mail).

We reproduce a "letterhead analysis chart"—lifted bodily out of a recent broadside mailed by International Paper Company. It is a fine job. Study it carefully. The next step will be a chart to teach the designers how to follow the chart.

A good letterhead is one of the most important assets in any business. But, in spite of all the crusades for betterment, the majority of letterheads today are "planned" by the purchasing agents slide rule.

# LETTERHEAD ANALYSIS CHART

## for Building or Remodelling Letterhead of

FIRM Williams + Blinn Co. BUSINESS Home Food Products  
 ADDRESS 414 Broad St., Russell, Ky. TEL. Main 1800  
 Quantity of Letterheads Required 10M

### SECTION A.

TYPE OF LETTERHEAD —

Correspondence ☒

Advertising ☐

ADDRESSED TO —

Customers ☒

Prospects ☒

Dealers ☒

These basic facts govern the entire operation because the use of the letterheads will determine the elements which are to be stressed.

### SECTION B. ELEMENTS TO BE CONSIDERED

First consider to what use the letterhead will be put. No letterhead would contain all of the elements listed below. Eliminate all unnecessary detail; determine the relative importance of the elements to be used and display them in order of their importance.

Indicate elements numerically in order of their importance, eliminating unnecessary details. ➔	RELATIVE IMPORTANCE	Indicate elements numerically in order of their importance, eliminating unnecessary details. ➔	RELATIVE IMPORTANCE
<b>Name of Company</b> Bear in mind that sometimes the name of the company is secondary to the name of the product or line of business.	3	<b>Illustration of Product</b> Well-known packages, or exclusive products should sometimes be used on letterheads.	6
<b>Name of Product or Service</b> Perhaps the name of the product or service is most important, as in the case of a distributor handling a nationally advertised product. Rate it accordingly.	1	<b>Symbolic Illustration of Service</b> Both as a decorative motif and as a dramatization of service, this element may be used sometimes symbolizing integrity, precision, speedy service, etc.	
<b>Address</b> Of course an address is always necessary but in certain cases a particular location of business is important enough to feature.	7	<b>Trade Mark</b> A letterhead often permits the use of a trade mark, either because it is well known or as a means of further establishing it.	2
<b>Telephone Number</b> When telephone orders form a large or important part of the business proper emphasis should be given.	4	<b>Slogan</b> Much the same factors govern the use of a slogan as a trade mark.	Not used
<b>Branch Offices</b> Where branch offices are important they should be featured. If branch offices are to use same letterheads space should be allotted for small imprint in colored ink (or see "No. of Colors of Ink" below).		<b>Illustration of Product In Use</b> Where the use of the product is unusual a proper illustration of this use may be used.	
<b>Name of Company Officers</b> If the name of the company's officers are important in the trade they should appear.	5	<b>Illustration of Plant</b> Here the importance of the plant must be determined and it should be used only if it will add prestige.	
<b>Name of Affiliate Companies</b> Here again the use of this element must be determined by their importance.		<b>Miscellaneous</b> In some cases there may be other elements to be considered such as cable addresses, etc.	

### SECTION C. TYPE OF LETTERHEAD

Factors	Considerations	Specifications
<b>Size</b>	Conventional 8½ x 11 for general business use — 7¼ x 10¼ for executive use, 8½ x 5½ for notes and special sizes for memos or special uses.	8½ x 11
<b>Stock</b>	A stock that has the appearance and printing qualities to meet adequately most of the requirements. Adirondack Bond meets these requirements.	Adirondack Bond
<b>Colors</b>	Here the use of the letterhead will determine the color. Branch office and departmental identification may be secured by varying the color of the stock.	White
<b>No. of Colors of Ink</b>	Printing budget and effect desired will determine the number of colors to be used.	2 colors (Black + Red)
<b>Special Features</b>	Process of printing to be used — letterpress, photo offset, engraving, etc.	Letterpress
<b>Weight</b>	16 or 20 pound for general use. 24 where heavier weight is desired or 13 pound for air mail correspondence.	20#
<b>Style</b>	What should be the general feeling — classic, modern or novel?	Modern
<b>Method</b>	By what means is the effect to be achieved? — type, hand-lettering, plates.	Type + Hand Lettering
<b>Envelopes</b>	Envelopes should be selected to harmonize with the letterhead — in color design and general treatment.	(Size) #10 White 20lb.

## YOUR FORUM

(Continued)

### Ideas . . . Or Art!

Orchids to your fast growing floral collection. Although from an art standpoint there could possibly be criticism of the layout of pages of your excellent publication, there certainly can be no adverse comment on the wealth of ideas clamoring to be used.

I add my plea to the request of others for the addition of pertinent pictures to your pages.

Harold Kaplan, *Advertising Art*,  
63 East Adams St., Chicago, Ill.

REPORTER'S NOTE: It is difficult to illustrate with photographs the beauty or the details of a direct mail piece, or a campaign. That's why we have exhibits of the Leaders, and why we send out packets and specimens to D.M.A.A. members. The *Reporter's* efforts will be concentrated on telling about the wealth of material which comes to our door.

### Looking Forward

Congratulations on *The Reporter*. I think you have done a splendid job and I am looking forward to future issues with a great deal of interest. I am sure that this magazine will be a great help to all of us in the Direct Mail Field.

Arthur W. Theiss, *Sales Promotion Manager, The Ohio National Life Insurance Co., Cincinnati, Ohio.*

### Nice Adjectives!

A good job should not only be observed with pleasure, but appreciation of it should be articulated. Therefore, my opinions of the first and second issues of *The Reporter* will require not a few adjectives.

The publication is attractive, well-balanced in mechanical and creative subject matter, constructive and modern in tempo. You have something to say and you say it nicely.

Frankly, *The Reporter* should hold strong appeal for keen minded sales and advertising executives.

Emanuel Jacoby, *The Jacoby Organization, New York, N. Y.*

### Advertising Verse

He who whispers down a well  
About the goods he has to sell  
Will never make as many dollars  
As he who climbs a tree and hollers.

—Exchange

## Another High Spot in Showmanship

Congratulations to Radio Station WCCO, Minneapolis-St. Paul 50,000 Watt-er (Columbia Broadcasting System) . . . for recent mailing which is perfect example of originality and good showmanship! *Your reporter* ranks it 100% for attention value.

Mailing arrived in a 10" x 4" x 4" corrugated box (17c. postage). Inside was another container 3 1/4" x 3 1/4" x 4" bearing pictures of Minnesota vacation scenes. Planted in this second container was a living, healthy Minnesota Pine Seedling—with dirt and moss protecting the roots—and wax to keep in moisture.

The top sprout was incased in a 3"x6" green covered cardboard tube. Inside the tube . . . a 2 1/4"x8"-4 page folder on heavy coated stock. Title—" \$70,000,000 in Vacation Money will be Spent this Summer in Minnesota, the Land of WCCO."

The copy inside has the swing of Minnesota breezes behind it and is worth repeating:

"As softly as the murmuring pines, may we remind you on the eve of summer schedules, that \$70,000,000 in vacation money will be spent this summer in Minnesota, the land of WCCO. Minnesota—the land of 10,000 crystal clear and pine fringed lakes again this summer will be the Mecca of millions of vacationists from the prairie states and valley country. Wherever these vacationists stop, their radios will get the clear, strong signal of WCCO—the only clear channel, 50,000 watt radio station in the Northwest. Vacation money is easy spending money. 70 million summer dollars are worth a sales push. Plan your WCCO summertime schedule now—call Radio Sales."

The container for the seedling also contains selling copy . . . with suggestion—"This tree is ready for planting. Plant a WCCO Minnesota Pine in your yard," . . . and instructions for planting.

There is now a Minnesota Pine growing (we hope) in the back yard of a certain house in Garden City, Long Island . . . and it will be a constant reminder of good showmanship from the Land of Lakes.

The moral of all this . . . is this: for every product, service or offer . . . there is one dominant point which can be dramatized. Direct mail offers a wider flexibility than any other form of advertising. You may not be able to use Pine Trees, like WCCO; or Pineapples like RKO, or honey like Jack Carr, but you can find the one dominant selling point for your business . . . and you can dramatize it either by words,



by pictures or by concrete mailable *symbols or samples*. But you must be a *good showman* in order to do it—appropriately.

\* \* \*

Suggestion to WCCO and to the courageous creator of the Pine Tree mailing. For the advancement of advertising science, will you *please* make a followup check on your entire mailing list to discover how many trees were actually *planted*? *Your reporter* would like to know how accurate his guess of 98% is. (Deducting 2% for those who would not like anything and would even let a tree die.)

## Rules for Direct Mail?

*Your reporter* received this letter:

Although there are but few infallible rules for the success of Direct Mail Advertising, I think they are these:

1. Carefully select the prospect list.
2. Find out the features of the offering of greatest interest to potential buyers.
3. Make what is asked simple to do.
4. To obtain most from sales effort, limit the size of the mailing to the number of personal calls that can be made within ten days.

If there are other rules which have proven infallible, I would appreciate being informed by readers.

JAMES G. PANNEBAKER,  
2740 St. Paul St., Baltimore

*Reporter's note:* Wait a minute! You are talking about only one use of direct mail,—namely, preceding salesmen's calls. See instructions given to Reliance Life salesmen in May *Reporter*. See also D.M.A.A. chart for all uses, functions, forms, etc. The rules you give are, of course, important, but cover limited ground. Advise a reading of Earle Buckley's book, "How to Sell by Mail."

Rules are fine, but at times, they get us in trouble—particularly when they are not thoroughly understood and when we try to make them fit every advertising-selling situation.

The big thing—the *vital thing*—in direct advertising is to base all creative effort and procedure on the tried and tested laws and principles of analysis, plan, copy, design, production and distribution. Analysis of the sales situation indicates what to do and suggests a plan of procedure. The judgments and inferences arrived at through analysis are the sound base for resultful copy ideas, themes and appeals, related design, economical production methods and efficient list compilation.

Successful direct advertising is just the Law of Cause and Effect in operation. The right principles (causes) will produce the right results (effects).

## YOUR FORUM

(Continued)

### Getting Used To It!

I like your May number better than April. It seems to be newsy and perhaps I am getting used to the unusual makeup.

We would appreciate it very much if you would send us sample copies of the May issue for distribution at the Hundred Million Club meeting this week. I feel that every member of the Club should be acquainted with this new publication of yours.

Fred Stone, Circulation Manager,  
the Parents' Magazine, New York,  
N. Y.

### Glad To Print

Since you invite comments for "*your forum*," please print this:

You guys with kicks, file them! Give *The Reporter* a few more issues, then try to match with books or twenty years' experience the information *The Reporter* gives—because we can see the answer coming to a need heretofore unanswerable. My three bucks have been repaid in but two issues. It's a grand big, little job you are doing. Don't let anyone deter you.

F. J. Schneller, Service Manager,  
The Cramer-Krasselt Company,  
Milwaukee, Wisconsin.

### Advertisers Tool

The May issue of *The Reporter* is certainly full of food for thought, attractively presented in a very effective format.

It is interesting to read the comments sent in by various subscribers. As an advertiser, we are encouraged by the enthusiasm with which the book seems to be accepted.

C. H. Stallman, P. H. Glatfelter  
Co., Spring Grove, Penna.

### Going Places . . . We Hope

Congratulations on your second issue of "*The Reporter*." Every house organ editor knows that when the second issue is better than the first, both the publication and the editor are destined to go places.

Edward P. Harrison, Adv. Mgr.,  
Rochester Packing Co., Inc., Rochester, N. Y.

## YOUR FORUM

(Continued)

### And Canada Too

The *Reporter* is to be complimented on the very fine, and at the same time, helpful, publication.

I got several ideas out of it and will be looking forward to subsequent issues.

R. D. Lister, Plans and Copy Department, Saturday Night Press, Toronto, Ont., Canada

### Not Rolling Exactly . . . But Creeping Up!

THE *REPORTER* is excellent, interesting, practical. Right with the first number you set a high standard.

I hope your subscriptions are rolling in.

Percy G. Cherry, Might Director-ies, Ltd., Toronto, Ont., Canada.

### Testimonials Are Powerful

Your *reporter* likes the method used by Hollywood Beach Hotel, Hollywood, Florida to put across the always powerful testimonial appeal.

A four page 11" x 17" folder on heavy coated stock—which when folded twice again makes a self mailing circular.



On the first big page was the cartoon illustration we show here—and the wording: "Our files are jammed with letters of praise."

Inside spread contained reproductions of five letters from important companies.

Eight extra lines of type give the necessary statistical information about convention facilities. All very well done . . . in one color. Black.

## Making Advertising Pay Its Way

Since June is the month of roses and other flowers, *your reporter* wrote to a hundred leading nurseries to get a line on present trends in catalogs and direct mail . . . for a report in this June issue.

Here is the most interesting case developed so far, in a letter from L. L. Kumlien, of the D. Hill Nursery Company, Dundee, Illinois:

"Our business has changed somewhat in recent years so that we no longer issue our descriptive retail catalog. We are now doing an almost exclusively wholesale business, which requires a different type of selling program.

We have done one job, however, that might be of interest to you and your readers. Realizing that it is necessary for a firm in our position to continually maintain a progressive attitude in keeping our name before the trade, we conceived the idea of publishing a book on the subject of Evergreens. I am sending you one of these books under separate cover.

(REPORTER'S NOTE: It is a fine book, covering pine trees from A to Z.)

The book we sell for \$3.50. We have already sold nearly 5,000 copies in less than 18 months.

We have been able to completely pay for the book and have made a nice profit of several thousand dollars. We have received more than 50 reviews in magazines and newspapers and comments from leaders in our industry throughout the country, which have built up a prestige in excess of our expectations. This has all been done without a cent of expense to ourselves, in fact, we have been able to show a good profit as I mentioned.

The only interest that this might have to people in other lines of business would be the opportunity which they might find in a similar plan. There are many lines of industry which I can think of, which lack a book of popular information, which the public will gladly pay for if it is well gotten up."

That is something for all readers of the *Reporter* to think about. A case of advertising paying its own way . . . before selling any product. Notice how this case coincides with the work of the American Viscose Corporation, 200 Madison Avenue, New York City in the development of rayon consciousness in the minds of future buyers. (see page 7.)

Concerning our intended review of current nursery advertising. Let's skip it for the present. Something new . . . a different slant . . . more showmanship is needed in the nursery business. After going through catalog after catalog, they all seem to be *cut from the same pattern*. Isn't that the trouble with a lot of direct mail . . . and advertising? People in the same business follow the pattern of their competitors. We suggest to direct mail *creators* a fertile field in the nursery business. Find the new touch . . . add a sparkle of showmanship, and you'll have something.

Best nursery letterhead received so far: Holm and Olson,

The Park Nurseries, 20-24 West 5th Street, St. Paul, Minnesota. Most of the letterheads are in one color (black) in an industry rioting in color.

Best stunt: O. Downs of the Downs Dahlia Farms, Clayton, New Jersey uses a blue tinted letterhead and pastes a sticker across top left corner "For attention of Mr. Henry Hoke"—then pastes a red seal above the sticker. It gets attention.

Most interesting question: Mr. E. J. Kiekenapp of the Farmer Seed and Nursery Company, Faribault, Minnesota—following an explanation of their business, asks:

"To what extent would you advise following up inquiries and our regular list customers?"

For instance, we issue a quarter million catalogs—they go out to all customers and every inquiry gets one. We have used no definite program of follow-up where orders are not immediately forthcoming after the mailing of the catalogs.

In other words, we have delivered our entire punch in one blow. Should this be followed up definitely, and to what extent? Keep in mind we have about all we can do during the rush of our season, so any follow-up work would require a special setup."

Note to Mr. Kiekenapp: *your reporter* believes that it would pay you to sit in at the direct selling departmental of the D.M.A.A. Chicago Convention . . . and that you should ask that question there. I cannot imagine Leonard Raymond, Ralph Thompson, Geo. Dugdale, Fred Stone, Jack Smith or any of the other direct selling experts recommending a one blow punch. Your customers need continuous follow-up . . . your inquiries need a practicable follow-up. What your system should be, only careful analysis and test can show. Perhaps post cards, letters, bulletins . . . at least some reminder. As you say,—you have "weathered the depression without going into the red, and have always shown a satisfactory return on capital invested" . . . so any suggestions to you concerning a special follow-up set-up must be based on careful analysis. We'll get you an answer in Chicago . . . or sooner.

\* \* \*

Before we close this discussion . . . there is *one thing* that the nursery people do, that should be praised. All of them make it *easy for the prospect to buy*. In each catalog is a clearly explained and composed order blank. Prices are plainly stated. There is a return envelope (not all use C.O.D.) and in some cases a money order form (for rural convenience) is attached to envelope.

Put that down as one rule for direct mail that can't be denied,—*make it easy for the prospect to do what you want done*.

## ABOUT . . . THIS and THAT

### That Professor Again!

We see that the April issue of The Jaqua Way, h.o. of The Jaqua Company, Grand Rapids, Michigan, carries a lead editorial about the college professor—same as *your reporter*—only Editor Wilfred Peterson called it, "Gentlemen, it is Spring." All house organ editors please file—and let's get together on this next April. Wilfred says that the *original* professor was a Greek philosopher named Santayana . . . but that makes the story too lofty.

### COINCIDENCE

For our April cover and feature we used the French Lick brochure. We got the idea from seeing the clever "mailing of the month" folder issued by Keller-Crescent Company, Evansville, Indiana.

For our May cover and feature—we went out all by our lonesome and dug up Ralph Snow's Humming Bird hosiery girl . . . and simultaneously along comes Keller-Crescent with a competing hosiery girl in their mailing of the month (as pictured . . . reduction of a counter card) entitled "On the Limb." Great minds, or  
(Continued next page)



For Those Who Like the Finest



## ABOUT... THIS and THAT

(Continued)

something, running from hotels to stockings.

If brother Brentano cracks through with a Prize Book this month, we'll give up and let him pick our covers.

### A Fine Direct Mail Program

When Dan Jacobs, in Detroit, tackles anything . . . he makes the fur fly. Not having a D.M.A.A. regional exhibit to worry about this year, he has found an outlet for his endless energy in arranging and promoting the Direct Mail Departmental for the Advertising Federation Convention. Dan has a committee (included in which is *your reporter*) but the boss has done all the work.

The A.F.A. Convention convenes June 12-16 at the Hotel Statler in Detroit.

The Direct Mail Departmental will be staged all day Tuesday, June 14th.

The program is excellent. Here are the stars . . . and their subjects.

H. W. Fortey, Director of Advertising, The Warner and Swasey Company, Cleveland, Ohio—"Dusting off Industrial Direct Mail."

E. R. Richer, Advertising Director, Hart Schaffner and Marx, Chicago, Ill.—"Contrasts between Advertising Approach and Reader Reaction."

Lloyd Elginwood, Toledo Scale Company, Toledo, Ohio—"How Direct Is It?"

S. L. Banks, McCaskey Register Company, Alliance, Ohio—"Direct Advertising . . . unvarnished pump priming for Personal Selling."

E. J. Proag, Director of Merchandising, Dodge Bros., Inc., Detroit, Michigan—"How we get Dealers to put Direct Advertising to Work."

N. W. Welty, Advertising Manager, Philgas Department, Phillips Petroleum Company, Detroit, Michigan—"Selling Fried Eggs, Ice Cubes and Baths with Direct Advertising."

Norman Taylor, President, National Selling Service, Chicago, Illinois—"The Follow Through."

That line-up is worth hearing. Be present if you can.

All of the speakers have promised *brass tacks talks*. *Your reporter* will attend with pad and pencil to gather the facts for our *July Reporter*.

### Who Names Inks?

Last month a brief item stated that an ink had been named *expectant mother green*. A printer friend tipped-off *your reporter* to the strange fact that the cover of the *Birth Control Review* is printed with *Mother Blue* . . . and showed an ink invoice, so named, to prove it. Just where is this leading to?

## Henry Martin Tries Again

ANOTHER SHORT, SHORT STORY

by

EARLE A. BUCKLEY

Author of "How to Write Better Business Letters" and  
"How to Sell by Mail"

Henry, I'm sorry to say, is in trouble again.

I saw him last night, just after he had finished tabulating the returns from his third dip into the pool of mail selling. He was very unhappy about the whole thing.

"I can't understand it," he said to me, "this gadget that I'm selling now, or try to sell, is something people *want*. I'll never again be fooled into thinking I have a good mail order product until I've personally tried to sell it and found that it 'takes'."

"I'll bet I showed this thing to fifty people in different walks of life and there's no doubt about it, *they liked it*."

"There's a big enough mark-up, too. After the kick in the face I took last month, I didn't need to be reminded about *that little essential*."

"What did you do," I asked, "put too high a price on it?"

"No, I'm sure the price is alright, because a similar product, one that isn't as good and I can prove it, costs fifty cents more in all the stores."

"Well," I said, "you must have done *something* wrong or it would have worked out. You can sell anything that has consumer acceptance, profitably and entirely by mail, if you simply follow the rules. How many letters did you send out?"

"I was so sure of success that I blew myself to a mailing of five thousand. Ordinarily I would have sent out only two or three thousand, but this time—well, as it looked to me, it just couldn't fail."

"And did it?" I asked.

"It did, and I don't mean to imply that there is any doubt about it. It FLOPPED. How about looking over the stuff and see if you can tell me what's wrong."

I went over it very carefully and it wasn't bad at all. Good looking, impressive and convincing. There was a multi-graphed letter, a two-color folder and an order card, and between them they told about and illustrated the advantages of this little gadget of Henry's to the point where I was beginning to want one of the darn things myself.

Everything seemed entirely according to Hoyle until I

got to the end of the letter, the very last paragraph, as a matter of fact, and there—well, it stood out like a very sore thumb. I looked at Henry in amazement.

"Do you mean to sit there and tell me that you actually expected these prospects of yours to send you CASH IN ADVANCE?"

"Why not," he was sort of indignant about it, too. "Why shouldn't they send the money if they want the product? On that basis, each customer only gambles the amount of his own purchase. On an approval basis, I take *all* the risk, and *with thousands of people*. I'd be stupid to do that, wouldn't I?"

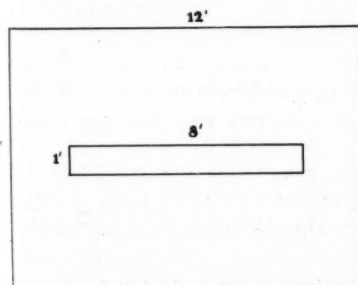
"On the contrary," I replied. "You were stupid *not* to. Your only chance of success is to show the prospect that you have so much confidence in the product, you're so sure that he'll like it once he has had an opportunity to see it and try it out, that you are perfectly willing to send it to him *entirely at your own risk and expense*. If the product is all that you say it is, the risk you take is just about negligible. Even assuming that there are some who won't like the product or want it after they have seen it, most of them will find it less trouble to pay for it than to wrap it up and send it back. That's a fact."

"Sears Roebuck get cash in advance, don't they?"

"Yes, Henry, but that's because they are Sears Roebuck and everybody in the world, almost, knows them and has confidence in them. I don't mean to be disagreeable, but how many people outside of your own circle of acquaintance, ever heard of Henry Martin?"

"All right, I give up. Hereafter, Professor, I'll remember—the proposition, which includes not only the product and the price but the *selling plan as well, must be attractive to the prospect.*"

## Puzzle for House Magazine Editors



You are always trying to find puzzle fillers. Here's one that seems to have everyone worried. Go ahead and copy—or we will loan you plates.

### How Did SHE Do It?

The rug in the living room measured exactly 9' x 12'. Guests dropped cigarettes and burned holes down the center. The husband being befuddled (or something) decided he would cut out the center, so he did. Making a nice even center slice exactly 1'x8'. Like cut.

The wife arriving home raised the well-known roof, and studied for three days to see how the damage could be repaired. She finally cut the rug into *two identical* pieces, without a speck of waste. Try to do it (if you haven't seen it) without spending three days, or peeking at the answer on page 26.

## ABOUT... THIS and THAT

(Continued)

### Introducing the General Chairman

Elon G. Borton, director of advertising, LaSalle Extension University, LaSalle Building, Chicago, Illinois has accepted the General Chairmanship of the Committee which will handle the 21st Annual Convention of the Direct Mail Ad-



vertising Association . . . Stevens Hotel . . . Chicago . . . September 28, 29, 30, 1938.

Mr. Borton needs little or no introduction to the direct mail fraternity—as he has appeared on numerous convention programs . . . and his work is well known.

He is a busy man . . . but busy men always get things done. Besides his strenuous work at LaSalle he is first vice-president of the Chicago Federated Advertising Club, a member of the Board of Governors of the Chicago Better Business Bureau, chairman of the Publicity Committee of the National Home Study Council, publicity chairman of a very active Legion Post, chairman of a Boy Scout Group, and so on and so forth.

Committees will be organized during June—and everything will be ready by the opening bell. It is too early to talk details. But it will be the kind of conference that seems to be in demand. It will be devoted exclusively to digging for the facts. A real direct mail clinic.

## ABOUT... THIS and THAT

(Continued)

### A Direct Mail Loss A Radio Gain

Your reporter regretfully announces the retirement from the D.M.A.A. Board of Directors of Karl Koerper of Kansas City. The retirement is automatic due to the fact that K. K. has changed from direct mail (he represented producers) to radio.

We like the letter sent out by KMBC president, Arthur B. Church:

May 8, 1938

Dear Ad Clubber:

Have you heard the good news? Karl Koerper, your friend and mine, on June 1 becomes Vice-President of our company.

There's no point in my telling you that Karl Koerper is one of the most outstanding young business executives in the Middle West. Twice President of the Ad Club, Member of the Board of Governors, Chairman of the 18th Annual Conference of the Direct Mail Advertising Association, Vice-President and Member of the Board of Directors of the Direct Mail Advertising Association . . . all these achievements and many, many more add up to a brilliant career that will mean much to radio and to KMBC in the years to come.

Join me in welcoming Karl to our organization! Direct Mail's loss is radio's gain, but the whole field of advertising still can claim one swell guy for its own.

To which *your reporter* can only add a loud *amen!*

### A Bum Start!

Your reporter thinks this is a bum way to start a letter:

Enclosed with this letter is a business reply envelope sent for your convenience no postage required in giving us information as to your needs in badges for the delegates, visitors and guests at the next convention of Direct Mail Advertising Assn., Inc. to be held at Chicago, Sept. 28-30, 1938.

And since you have seen the first paragraph of the letter received by *your reporter*—how do you like the last paragraph?

If you do not use badges or if the badges have been purchased, kindly disregard this letter. We assure you, however, that we will gladly work with you on your badge requirements.

May we have your reply by return mail?

The answer is: NO.

Note: The letterhead was worse than the letter.

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## A Pretty Kettle of Fish

Last month *your reporter* said that something should be done about the Patent Racket. We said that someone should damn the increasingly obnoxious flood of patent infringement claims. We have been asked to be specific . . . so here is one case for the direct mail jury . . . if not for the courts.

### THE CASE SO FAR!

The Elliott Addressing Machine Company, Cambridge, Massachusetts received the following letter from a New York printer:

"We have just received a copy of your return post card folder entitled "Business Is Modernizing with Elliott."

This folder is an imitation of our distinctive shape and form known as the "Automatic" Post Card Folder which is our exclusive property. Upon request, we would be happy to send you a copy of the Final Decree of the United States District Court which passed upon our rights, following a trial upon the merits.

We do not believe that either you or the printer who manufactured this folder knowingly trespassed upon our rights, and this letter is being written to ask you to purchase your future requirements of "Automatic" Post Card Folders either from ourselves or from our authorized licensees. At the same time, we would request you to let us have the name of the printer who manufactured the job to which we refer, in order that we may notify him too, of our rights in the premises."

After considerable correspondence, a conference and a thorough search for samples—here is a report received from Mr. Elliott:

"I had a long talk with the printer and his attorney and I am convinced that the one way to smash any racket is through publicity. I am enclosing the three patents that they rely on, and I was shocked when I investigated these three patents to find that patents had been issued covering the broad idea of making one address on a circular serve both to carry the circular to the prospect and also serve as the prospect's signature on the return card of that circular.

I immediately went back over our old advertising files and found the enclosed three circulars and many more just like them, which were sent out by the Elliott Addressing Machine Company, between 1920 and 1926. Since a patent becomes null and void upon proof that anyone can prove prior use of the invention, which prior use must be at least two years prior to the date the patentee applied for his patent, then therefore, these three patents are null and void because of prior use and no printer or business man should pay the slightest royalty or tribute to these patents.

I suggest that you ask all printers (or direct mail users) to send to you all similar circulars that they printed or sent out prior to July 17, 1929, which is the date they must be prior to in order to be admitted as evidence of prior use in a patent suit.

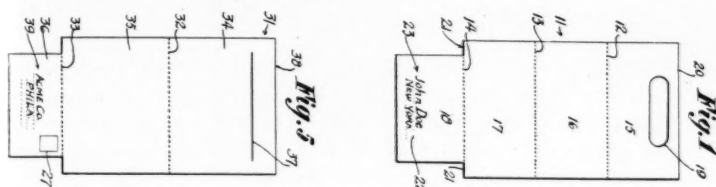
The more circulars you can get including those printed and used before 1929 and those printed and used right up to 1938, the more sure we are of causing these patent holders to forever cease their present scheme of collecting tribute from the weak and the uninformed in the hopes that they will never be forced to a patent suit."



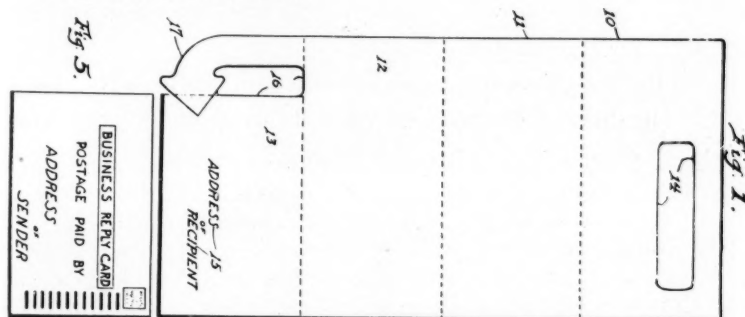
To which *your reporter* agrees one hundred percent. Specimens were found in the D.M.A.A. library covering the use of this *common form* of direct mail long before patents were applied for or granted. We know that many of the old timers used this form—either with window or slot. Postage Magazine back in the nineteens illustrated and described this form of direct mail—and John Howie Wright used the form himself.

For the benefit of readers of the *Reporter* here are sketches taken from the three patents.

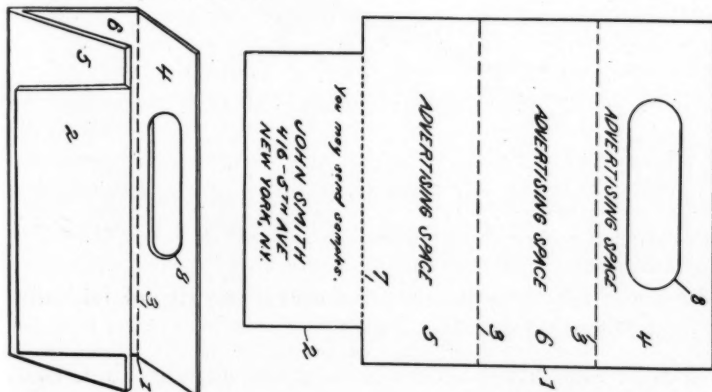
Patent No. 1,944,853. Granted Jan. 23, 1934. Application filed February 28, 1933



Patent No. 1,998,354. Granted April 16, 1935. Application filed October 30, 1934



Patent No. 2,069,602. Granted Feb. 2, 1937. Application filed July 17, 1931



(Continued page eighteen)

## ABOUT... THIS and THAT

### Murder of the Mail

*Your reporter* has a persistent peeve against the mailing malefactor who in order to save a few dollars—mail their bulletins or house organs folded and addressed . . . without envelopes. This item is NOT being written at the request of any manufacturer, or because we want to *plug* the envelope business. The practice just doesn't make sense . . . or good direct mail.

On my desk are:

1. The weekly bulletin of a famous mid-western Advertising Club.
2. The weekly bulletin of an equally famous western Advertising Club.
3. The house organ of a manufacturer.
4. A monthly bulletin to publicize a forthcoming world event.
5. A house magazine of an association.

All were mailed without envelopes, with name and address imprinted on some corner after folding.

We don't see why the Post Office allows it. The name is hard to find (for postal clerks). And we have received such pieces with another man's mail caught inside.

The pieces we receive are invariably in poor shape,—corners torn or broken, type smudged, paper cracked. If a piece of mail is worth printing,—it is worth protecting.

In the case of the advertising clubs—there is *no excuse*. Fifty per cent of the membership of the average advertising club is drawn from the graphic arts field. The bulletins mailed should be good representatives of the *graphic arts*—and *advertising*.

### New Attention Getting Gadget For Envelopes

*Your reporter* just saw an unusual envelope used by Farwell, Ozmun Kirk and Company (wholesale hardware), St. Paul, Minnesota. There is a tie shaped perforated section running up the left side. Imprinted inside perforation is a red reverse plate bearing the wording "What's going on in here?"

At bottom corner (which is cut—not perforated) are instructions to "insert thumbnail and open slowly."

We did! Inside—printed on the envelope: "Maybe its your turn this time."

We understand that this attention getting idea has been used successfully to put across slogans and selling highlights. It is a patented idea. Must be done while envelope is being made.

# ABOUT... THIS and THAT

(Continued)

## Failure

He was a young man when he ran for the legislature in his state and was badly swamped. He next entered business, failed, and spent 17 years of his life paying out the debts of a worthless partner.

He fell in love with a beautiful young woman to whom he became engaged—then she died.

Entering politics he ran for Congress and was badly defeated. He then tried to get an appointment to the United States Land Office, but failed. He became a candidate for the United States Senate and was badly defeated. He became a candidate for the vice presidency and was again defeated. Two years later, he was defeated again. But in the face of all this defeat and failure—kindly, persistent, intelligent Abe Lincoln eventually achieved the highest success attainable in life, and undying fame to the end of time.

For those who become easily discouraged, in times which require courage, we print above (with a few changes) the copy of a beautiful 9½"x12½" card given to your reporter by Herman Jaffe of Marstin Press, New York.

For a fine article in the same vein, get Logan Dickie (Dickie-Raymond, Boston) or somebody, to send you copy of page article which appeared in Boston Sunday Post, April 17th,—entitled "Have Modern Bostonians Lost Their Nerve?" It sketches the difficulties of the early founders . . . and ends:

We are the crowd that fought the Red Skins; strung our highways and steel rails across the continent; dug out the world's greatest mineral wealth; harvested the world's bumper crops; sent our grizzled sailors into the seven seas of commerce; thought up the world's most valuable inventions; built the skyscraper and the little red schoolhouse; and founded the greatest nation on earth.

Our soil hasn't run out; our natural resources are still unscratched; our industrial machine isn't yet ready for the junk pile; we've still got a nice, fat bag of gold in the U. S. Treasury; and we have the mental and physical equipment to make such future progress that all our marvelous past history will seem only the starting place.

And we have the faith and the will.

If Boston's past foretells its future, we of this generation will not lose our nerve.

## An Early Bird

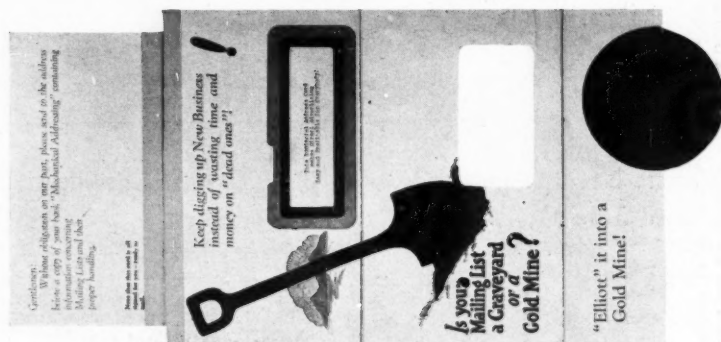
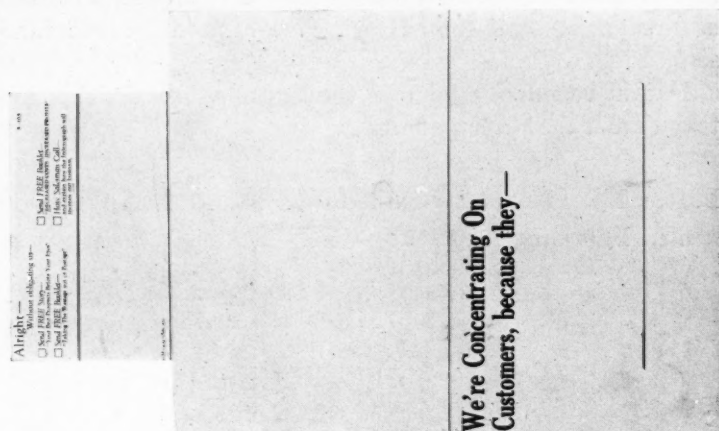
Sam: "You look all in today, Bill. What's the trouble?"

Bill: "Well, I didn't get home until after daylight, and I was just undressing when my wife woke up and said, 'Aren't you getting up pretty early?' In order to save an argument I put on my clothes and came down to the office."

## A Pretty Kettle of Fish

(Continued)

And here are several of the Elliott folders produced and mailed between 1920 and 1926. Compare the first.



The Court decision to which the printer refers was not based on the merits of the patentability of the *idea itself*—but upon the relative priority as between the three patents illustrated above. It was simply a squabble between patentees. If none of the three patents had a real priority claim—then it doesn't matter which was first.

Your reporter has no desire to injure anyone—but we do

(Continued page twenty)



AN OLD FRIEND IN NEW DRESS

*RISING*  
OLDE QUILL  
*DECKLEDGE*

---

Two important changes have been made in Olde Quill Deckledge, a long-established and well-known Rising paper for direct advertising use.

The range of colors in Olde Quill has been revised to suit the requirements of today's advertising needs.

Olde Quill is now surface-sized, making it suitable for offset lithography and gravure printing, at the same time maintaining its

excellent printing qualities for letterpress work.

For the advertiser, Olde Quill presents his message with a maximum of attractiveness and a minimum of cost.

For the printer, Olde Quill is a paper that will print and fold well, and will make a worthy medium for his craftsmanship.

Ask your Rising merchant for samples of Olde Quill, or write to the Rising Paper Company, Housatonic, Massachusetts.

*For modern advertising and business use, Rising also manufactures Red Lion Text, Intralace, and a comprehensive range of Bonds, Writings, Ledgers, Indexes and Wedding Papers and Bristols.*

---

*One of the*  
RISING  PAPERS



## ABOUT... THIS and THAT

(Continued)

### Important Report on Sex Appeal

Your reporter sees where sedate Tom Dreier . . . now that he has joined the advertising colony in Florida, has blossomed out with the well known S.A., as for instance this page in his April issue of "The Vagabond," a house magazine than which there is no than whicher.



*Note how this tree at St. Petersburg, like a giant smiler, seems to be trying to swallow the palm. It you prefer, of course, you can look at the pretty girl. There are thousands of young people at St. Petersburg at whom it is a pleasure to look. Photo by John L. Lusk.*

### How to Make a Sales Point Hit

New unique book by Richard C. Borden (remember Borden and Busse film?) published by Prentice-Hall. Regular edition \$1.25. Paper bound 70 cents.

"How to Make a Sales Point Hit" is based on analysis of 15,000 sales presentations from which the author has determined six basic principles. Say it with Scenery, Spice it with Curiosity, Multiply it by Mass, Dramatize it with Tests, Prove it by Your Prospect, and Pin it to Your Prospect.

This new type of selling manual, full of stimulating ideas and easy to read, shows how these six principles are being effectively put into practice by some of the most successful salesmen of today. In graphic and interesting manner Mr. Borden presents nineteen selected case studies of successful selling. Among them are automatic refrigeration, oil, milk, chemical products, school illuminating systems, washing machines, caramels, crackers, oil burners, advertising, automatic stokers, lamps, eggs, plate glass, tooth paste, and air conditioning.

Entire book "written" with 105 candid snapshots and shortly-worded blow by blow descriptions of nineteen winning sales presentations. It is streamlined . . . for rapid reading.

## A Pretty Kettle of Fish

(Continued)

resent and will oppose this constant intimidation and tribute collecting which is a detriment to direct mail.

We believe that those who filed patent applications, honestly believed that they had a *new idea*. But under patent law, if a patentee learns that he was not the first user of the patented idea, he must immediately file a "disclaimer" with the patent office. So, I hereby ask all readers to send in their samples and on each sample write the approximate date it was mailed, so that these three patents may be exposed and disclaimed for the benefit of all direct mail users.

## Watch Out for YOUR Honey!

Our heading is the first catch line of a mimeographed letter on the familiar letterhead of Jack Carr. It is his usual monthly sales message and *your reporter* just can't help quoting it . . . because it is a good letter!

Coming to you with my compliments in the next couple of days, is a small bottle of honey from my farm. If you've been tempted to feel sour about the situation prevailing in some parts today, this will sweeten you.

You know, it's sorter interesting and inspirational to watch the bees that made the honey I'm sending you.

Some kind of a blight or something struck the colony last year and almost wiped 'em all out. It must have been darned discouraging to them, when the honey they had plugged and perspired so persistently to pile up was spoiled and stolen by an army of red ants.

But by gosh, they got together and whipped hell out of the red ants. They must have thrown out all the spoiled honey and started right in on a new sweet batch. Taste it and tell me if they did a good job!

You and me might learn a little lesson from that.

Matter of fact, I made up MY mind the first of the year I wasn't going to let any "business blight" bother me. Don't mind telling you my business is almost forty per cent better than the same period last year. S'fact!

How did I do it, sez you? Simply by sending out my Cordial Contact Letters, persistently and consistently. Just like I recommend to my fine friends like you.

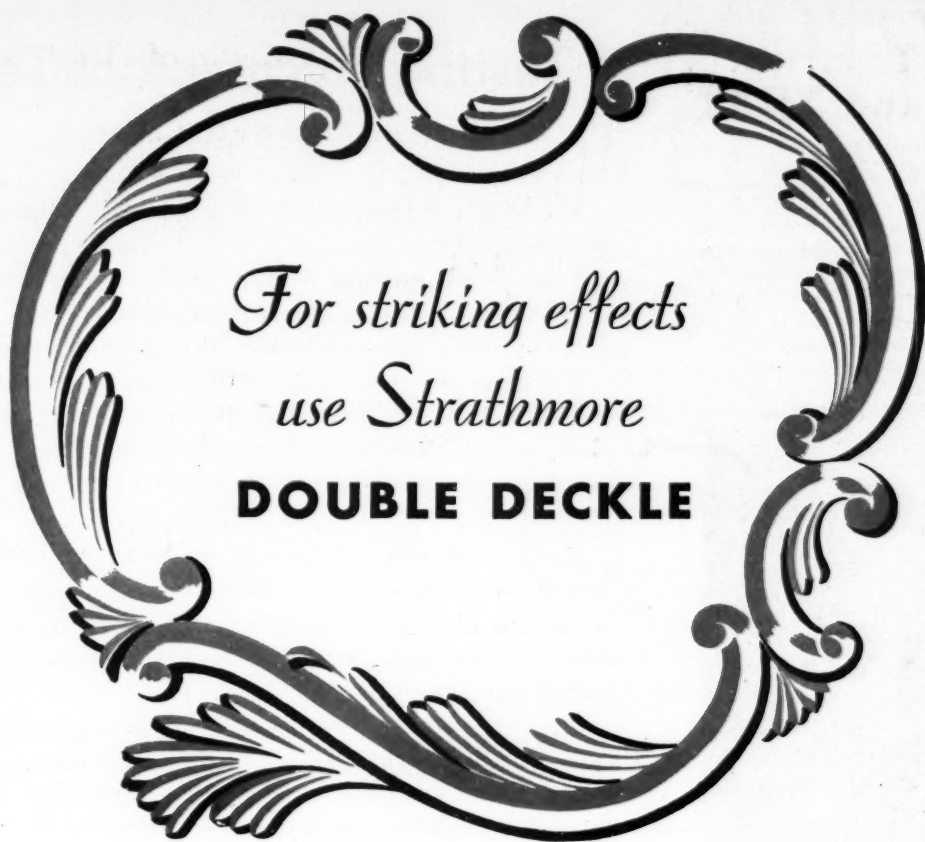
Course, if your business is forty per cent better than last year, skip it. Throw this letter in the waste basket. But anyhow, I hope you like the honey.

JACK CARR, Tampa, Fla.

*Calamity note:* Word just reached *your reporter* that following editorial in May issue, Jack Carr decided to visit us for the month of June . . . to continue discussions. What with *that*, the A.F.A. Convention in Detroit, and a Chicago arrangement trip . . . if the July issue gets out on time it will be . . . a HONEY.

*Most folks would make good friends if we only knew them better.*

A Sunshine Saying from The Henry F. Henrichs Press, Lichfield, Ill.



Strathmore Double Deckle has introduced an entirely new combination of features important to direct mail advertising. A versatile helper for printer and designer—and for the advertiser, Double Deckle is economical to give decorative effects to simple printing—or will provide a rich background for elaborate treatments. A Double Deckle job registers. It puts your story across. It gives you the economy of results. Ask your printer to show you Strathmore Double Deckle.



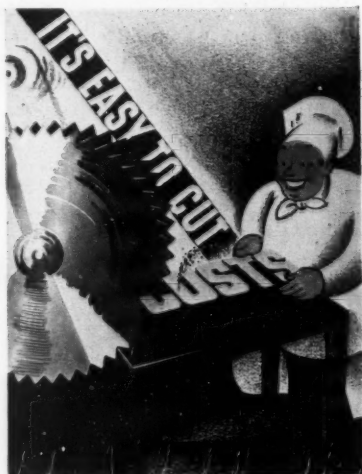
**STRATHMORE PAPER COMPANY**

**WEST SPRINGFIELD, MASSACHUSETTS**

## ABOUT . . . THIS and THAT

### Easy to Cut Costs

An interesting die-cut treatment for a sample portfolio issued by Riegel Paper Corporation, New York City. The buzz saw is a cut out flap, which when folded and tucked under cut-out letter "c" in costs, makes an effective lock as well as a swell tie-in with the subject of bags for packaging. Idea *not patented* . . . adaptable to many kinds of promotion.



### Fifty Leaders Available!

This item is a reminder that the Fifty Direct Mail Leader portfolios (complete) are available to organized advertising, sales, industrial, trade or educational groups. The D.M.A.A. will lend an entire set to any responsible organization. The only obligation being that express cost be paid both ways. Arrangements must necessarily be made in advance with E. C. Mylius, D.M.A.A. Librarian. The 1937 Leaders are still going the rounds, as evidenced by the following letter:

The exhibits of 1937 Direct Mail Leaders which you provided for the Industrial Marketers meeting on May 11 at the Newark Athletic Club are being returned to you, express prepaid, and I trust they will be in as good condition as they were when shipped.

We greatly appreciate your courtesy in providing these exhibits and all those in attendance at the meeting spent a great deal of time reviewing the various campaigns. Our only regret was that more time was not available for us to study the plans and material, but perhaps at some later date we shall again ask for the exhibits.

Kenneth W. Bailey, Thomas A. Edison, Inc., Primary Battery Division, Bloomfield, N. J.

## Testing Accuracy of Tests

By ANTHONY R. GOULD

We believe we have found at least part of the answer to some questions.

Why do big mailings vary so much from tests?

What causes duplicating tests of color, postage, envelope size, and other physical features to contradict each other?

For example, three series of tests on postage (meter in various colors, one-cent stamp, two one-half-cent stamps, etc.) contradicted each other and this in spite of sizeable quantities. Tests for copy often produce conflicting returns, particularly among the two or three best.

Another instance, we have at least one test proving each day of the week is the best to mail, except Saturday.

Because of these experiences, we decided to test the accuracy of the tests themselves and the method we use for taking samples.

We took a list of 26,998 names which were presumably uniform in quality. It was already filed geographically, and from this order we dealt the names into 27 equal lists. Thus, the 1st, 28th, 55th, 82nd, etc., names were in one list. Each list was therefore composed of 1,000 names from all parts of the original list.

As we were seeking information on the size of test that would prove most accurate, we assembled some of the lists to give us lots of various sizes. To all lists we mailed the same letter and reply card. All went to the Post Office at the same time. The only difference was the key number on the order card. Here are the results:

Key Number	Size	Orders	%
59	1,001	24	2.40
60	999	27	2.70
61	2,000	61	3.05
62	3,002	77	2.56
63	5,000	136	2.72
64	14,996	396	2.64
Total	26,998	721	2.67

In these six lots is a spread of six and a half orders to the thousand. Yet, every factor was as similar as it was possible to make it. Each list, presumably, had its share of Jones and Smiths, its portion of New York City and San Francisco.

Assume that keys 59 and 60 had been different letters. There is no question which would have been considered the

(Continued page twenty-four)



# Personalize your direct-mail addressing with **ELLIOTT**



**ELLIOTT** addresses are perfect duplicates of typewriting, because their originals are stencilled by a typewriter into fibre Address Cards and therefore must make perfect facsimiles.

This cannot be true of any address made on a metal plate by an embossing machine, because typewriter type has a sharp face and embossed characters have a rounded face, and, consequently, do not produce a perfect facsimile.

Advertisers who are desirous of having their

form letters, circulars and folders carry the personal touch in their addresses turn to Elliott for real typewritten effects.

The Elliott Address Card (made in many sizes and styles) is so versatile, too, that it has no competition in advertising addressing for those who want such features as these—

*Any kind of type*—6, 8, 9, 10, 12, 14 pt., in Gothic, Roman, Print, Standard, Italic, Modern, Script.

*Any foreign language type*—If it's on a typewriter, it can be on an Elliott Address Card.

*Handwriting*—For greater personalization of mailings.

## Automatic Selection—

Automatic address selecting is another distinctive feature of the Elliott Addressing Machine. This is particularly important in direct-mail advertising where a master list is highly classified and addressed from according to line of business, rating, season, locality, etc.

Elliott address selecting attachments operate electrically and are made for 30, 60 and 120 selections. The 120 selector permits, for example, selection of any or all of 120 *master classifications*, without dependence upon group combinations, insuring the widest range of automatic selectivity ever developed in an addressing machine. No selection problem is too complicated for the Elliott to handle.

● If you now have an addressing system which does not give you these advantages, write us about it and we'll tell you how you can easily and inexpensively change it over to the modern Elliott. No obligation.

These are just two of the many features which make the Elliott Addressing Machine the ideal addressing equipment for advertising addressing.

Write for complete catalog that tells the whole Elliott story and learn about the many important developments that have taken place in the Elliott line in the past few years. It's a *new Elliott*—and you ought to know about it.

**Elliott**  
**ADDRESSING  
MACHINES**

Sold by The Elliott Addressing Machine Co.  
144 Albany St., Cambridge, Mass.  
Sales and Service offices in principal cities

## ABOUT... THIS and THAT

### Waste In Mailing Lists!

It is an old story . . . but still true.

Waste in mailing lists may result from the use of too few names. Put on the mailing list all those who will play a part in the O. K. of the sale.

Waste in the use of mailing lists does not always mean having too many names on the list. Waste may ensue through having too few names on the list. If the general manager, the treasurer and the superintendent each take an interest in the purchase, it may be a waste to put only one on the list. Lack of knowledge on the part of the remaining two may undo all the good work on the one who receives the mailings.

Thus the addition of two names helps to make profitable the mailings to the other individual.

\* \* \*

Your reporter stumbled into the above item in a booklet published by S. D. Warren Company in 1927. The advice is still good. Too few follow it.

FOR  
Sale!

SEASONED ANSWERS  
TO DIRECT MAIL  
PROBLEMS, BASED ON  
EIGHTEEN YEARS OF  
ACTIVE EXPERIENCE

If you're interested in a higher percentage of inquiries or orders, write

**EARLE A. BUCKLEY**

Pres. Earle A. Buckley Organization.  
Author, McGraw-Hill's fast selling  
books, "How to sell by Mail" and "How  
to Write Better Business Letters".

1600 Arch St., Phila., Pa.

Rittenhouse 0180

## Testing Accuracy of Tests

(Continued)

better letter. Or if the difference had been in postage, or grade of paper, or color of ink, key 60 would have guided a decision as to future plans.

Many believe in testing ten per cent of a list. If such were done, lot 61 would have governed action and we'd have kicked to the list owner that we finally got four orders per thousand less than we bargained for.

So what?

All that has been proved is that tests in small quantities are inaccurate. And we all knew that anyway. We have not yet demonstrated with any certainty just how big a test should be.

But we feel we are on the way to measuring the probable amount of variation in results and if we can do that, we can arrive at the size of sample to use.

Will some one do this? Make a mailing to one list of 50,000 or more, keying the cards consecutively with a numbering machine. Then by keeping returns by the last two digits, the returns can be assembled into 100 equal lots and the range of variation can be found for that size test. Also by grouping lots ending in 1, 2, 3, etc., the variation for tests ten times as large can be secured. Combinations in between can also be made up. From the result some law of variation can be found that will apply to various combinations.

Personally, I would be very glad to cooperate in working out the details of such a test. Who will volunteer to help?

## The One-Two Punch Method

BIG LIST MAILERS CAN SKIP THIS SECTION

Dudley V. Cassard of the American Box Board Company, Grand Rapids, Michigan sends *your reporter* an interesting group of case histories, which show intelligent handling of small lists—and a careful analysis of returns. Listen to this:

161 multigraphed letters were mailed to this list. We received a total of 91 replies to these letters, or 56.52%. Fifty out of 91 replies gave the name of the individual to be contacted (54.95% of replies).

The 91 replies can be broken down as follows:

60 of them, or 65.94% of the replies (37.27% of the list) checked the products in which they were interested and indicated that they would like to have further information. To them we sent the follow up letter.

(Continued page twenty-six)

# A Demonstration of the "LETTERHEAD YARDSTICK"



SEND FOR  
YOUR COPY

## The New, Easy Way of LETTERHEAD LAYOUT . . .

Send for this new ADIRONDACK BOND portfolio with case histories of letterheads designed with the "Letterhead Yardstick" as a guide. If you buy, sell or design letterheads you will want a copy of this practical demonstration of a new and more efficient means of building a new letterhead or remodelling an old one. A request on your business stationery will bring your copy.



Address all requests to Sales Department C

**INTERNATIONAL PAPER COMPANY**

220 East 42nd Street, New York, N. Y.

Branch Sales Offices: BOSTON CHICAGO CLEVELAND

# ADIRONDACK BOND

*"An INTERNATIONAL PAPER Value"*

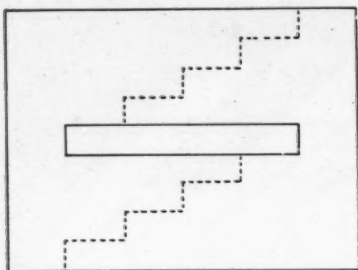


## ABOUT... THIS and THAT

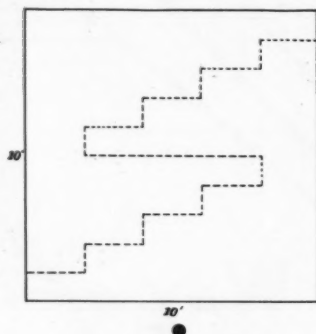
(Continued)

### Answer to Rug Puzzle on page 15

After three days, the wife finally cut the rug like this:



Cut along the dotted line. Move the two pieces together—and you'll see how she eliminated the 8 square feet of hole and made 10'x10' rug from two equal pieces.



### Add Thirty Million

In the May issue (pages 17-18-19-20) *your reporter* reviewed the available figures for yearly advertising volume. Here is an addition. No mention was made of the fast growing business film advertising—even though in the 1935 D.M.A.A. traveling exhibits (and in Teamwork booklet) there was an entire section devoted to the co-relation of business films and direct mail . . . two strong partners. We take the following information from the May issue of Inter-Industry Selling, h.o. of Sweet's Catalog Service, New York, N. Y.

Crane Co. has produced a sound movie, entitled "Flow," which is designed to show how valves and fittings give man control over liquids and gasses.

This film is typical of many being made by various industries. U. S. Steel currently has two films, one called "Men Make Steel" (1-reel in color) and "Steel" (4-reels in color),—both designed to show laymen the processes and problems of steel manufacture. It is estimated that industry's bill for such films recently completed amounts to \$30,000,000.

## The One-Two Punch Method

(Continued)

15 of them, or 16.48% of the replies (9.31% of the list) were definite inquiries with specifications and requests for samples and prices. These inquiries were turned over to salesmen for follow-up. The letter did not solicit definite inquiries.

16 of them, or 17.58% of the replies (9.94% of the list) indicated that they had no use for product.

The follow-up letter of which 60 were sent in answer to first inquiries, produced 22 definite inquiries with specifications, requests for samples, prices, etc. This is a return of 36.67% from this letter.

The technique used is exactly the same as that which we have used on several entirely different propositions. It seems to work very satisfactorily.

### Here is a sample of the first punch. A short letter.

If you use Corrugated or Solid Fibre Shipping Containers for your products, we have something that will be of very great interest to you.

Complete information about our shipping container service is offered to you free of charge and without obligation.

Just check the paragraph below, which fits your case, so that we can send you the exact information that will be of most interest to you. Fill in the name of the individual who is to receive this interesting information and mail to us in the enclosed stamped envelope.

Complete details will come to you at once without cost or obligation of any kind.

Stamped return envelope enclosed. Check list at bottom of letter.

Then the second punch. A longer letter. It also had a stamped return envelope.

Thank you very much for your notation on the bottom of our letter of October 23 stating that you use Corrugated boxes in carload lots. Our shipping container service is complete in every respect and includes:

1. A package designing service which we offer you free of charge. If you have a product that is difficult to pack, just send us some samples and we will design a shipping container which will carry them satisfactorily.
2. Prompt delivery of boxes in any quantity. We have our own Board Mills as well as Box Plants, and are equipped to handle orders of any size, promptly and efficiently.
3. Uniformly high quality and high test of the board in our boxes. This is due to complete laboratory control of all steps in the process of manufacture. This results in a strong box and safe delivery for your products.
4. Sample boxes for you to test. If you will send us specifications, we will gladly submit sample boxes for you to test and compare with your present container in any way you see fit.

Will you send us your specifications right now in the enclosed stamped envelope and permit us to make up a sample, quote prices and prove to you that we can supply you with a superior box at a competitive price?

No cost or obligation, of course. Drop us a line today, then compare our quality and price with that of your present container.

Dudley Cassard asks us what we think of the one-two punch method. What could we think . . . if it's handled like that? It is a combination of direct mail, personal selling, accountancy and good old horse-sense.

# ARE YOU THE S.P.M.\* OF YOUR OUTFIT?

If so, how about that pet plan you want to have reach the field in A-1 shape, or product pictures, displays and the like you can't afford to have damaged? Don't take the risk of using ordinary wrappings! Make sure of 100% protection to your valuable material—and impressive appearance. Use Columbian Safeway Mailer—a unique container that has been tested and is used by leading concerns everywhere. It's strong without bulk, requires no stiffener, locks without sealing, fine appearance. Want to see a sample? Write for it, and for the new folder "On Guard" which tells how to get maximum protection for mailables at lowest cost.

\*Sales Promotion Manager

U. S. ENVELOPE CO., Dept. 68  
Worcester, Mass.

Send information and samples at once.

Name \_\_\_\_\_

Address \_\_\_\_\_

Supply Source \_\_\_\_\_



did you say, "Samples?"

## ABOUT... THIS and THAT

### More Direct Mail Rules

*The Final Proof* of The Typothetae of Baltimore, contained the following item:

A new review of sales letter ideas by Edwin J. Heimer in *Industrial Marketing* amplifies the following essentials:

1. Consistency in a direct mail campaign is paramount.
2. Plain sales letters without enclosures of any sort are most productive when marketing an industrial product having a broad application in many lines of business.
3. Return post cards do not pay their added costs.
4. Test mailings demonstrate the "fill-in" as an unjustified expense.
5. Try, as a money saver, concentrating direct mail effort on plants in direct proportion to their buying power.
6. Give full weight to the intimate knowledge of the man who manufactures the products for sale when planning the direct mail sales formula for that institution.
7. Try something new—something different.
8. Don't be funny—sell with dignity.
9. *Quality* returns usually pay better than *quantity* returns.
10. Urge customers to plan direct mail campaigns six to nine months in advance for maximum production economy.
11. Unstinted repetition often brings fine results.
12. Test mailings have proved penny saver envelopes to receive sufficient attention to justify their use.

REPORTER'S NOTE: Add above to the article on tests in May issue. Ed Heimer joins the ranks of courageous *prophets*. He swings wide on numbers 2, 3 and 4. Number 8 can be proved illogical by hundreds of cases in D.M.A.A. file. And if anyone, in these times, can accomplish number 10, he will be the direct mail *messiah*.

### Two More Commemorative Stamps

A special postage stamp in the 3-cent denomination to commemorate the one hundred and fiftieth anniversary of the ratification of the United States Constitution. The stamp will be first offered for sale on June 21, 1938, at Philadelphia, Pa.

A special postage stamp in the 3-cent denomination to commemorate the tercentenary anniversary of the first colony of Swedish and Finnish settlers in America. The stamp will be first placed on sale at Wilmington, Del., near the site of the first settlement, on June 27, 1938.

## A Course in Copy

Several of our correspondents have suggested that we should carry a department in the *Reporter* devoted to *fundamentals*. As one advertising manager just put it—"give us some of the simple fundamentals which we can use in training the younger people in our department." Alright!

To start it off—we have asked D.M.A.A. member Robert K. Orr, president of the Wolverine Insurance Company, Lansing, Michigan to give us a serial course on copy. Mr. Orr has made the *teaching* of letter writing a life-time hobby. He has developed a "system" for teaching, criticism and writing. On some of his points, he has tested 5000 persons.

Without further introduction we give you the first "lesson."

\* \* \*

## Useless Words in Business Letters

By ROBERT K. ORR

In order to effectively eliminate useless words from business letters we must train the mind to intuitively say, "What is the use of that?"

We shall illustrate the process by questioning the usefulness of every word and phrase in the following actual letter. It is similar to hundreds of thousands which go through the mail every day.

We will not change a single word but will limit ourselves strictly to the elimination of the useless words and phrases.

### LETTER NO. 1

Our shipping clerk has asked me to approve the several orders which you have recently sent us.

Now we dislike very much to withhold the shipment of any goods that you may need for the conduct of your business. Yet, we find on reference to our ledger that your account with us continues considerably in arrears.

You will no doubt, agree with us that past due bills should be paid before we allow new obligations to be assumed. When this letter reaches you, will you not take care of the balance that is now due, or of whatever part you may not then have given your attention?

Then we shall be very glad to send your goods at once.

### Discussion of Letter No. 1

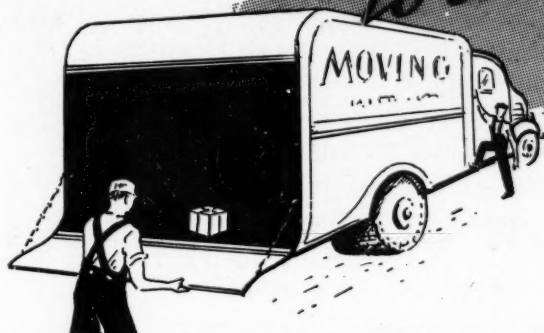
The first sentence "Our shipping clerk has asked me to approve the several orders which you have recently sent us" is entirely superfluous. We doubt that the shipping clerk asked him to approve the orders.

The thought in the first sentence of the second paragraph stated in the fewest words is "We dislike to withhold shipment

(Continued page thirty)



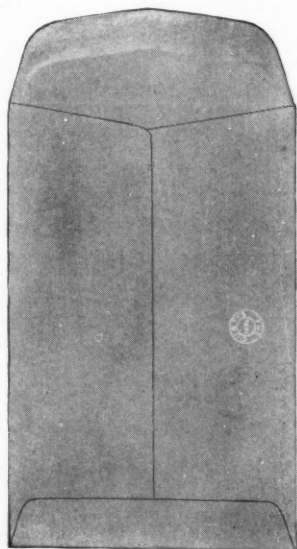
*You wouldn't hire  
a MOVING VAN  
to carry a five pound  
package...*



*...So Why Use*

**HEAVIER-THAN-ARE-NEEDED ENVELOPES  
FOR MAILING YOUR CATALOGS, BOOKLETS, ETC?**

## **CURTIS FIBRE CATALOG ENVELOPES**



- DO SAVE POSTAGE
- AND THEY ARE TOUGH!

### **CURTIS 1000 INC.**

*Better Envelopes For Every Purpose*

**HARTFORD - ST. PAUL - CLEVELAND**

*Clip Coupon To Your Letterhead And Mail Now!*

**CURTIS 1000 INC.**

HARTFORD ) WRITE  
ST. PAUL ) NEAREST  
CLEVELAND ) PLANT

GENTLEMEN: WE WANT TO SAVE POSTAGE ON OUR MAILINGS!  
PLEASE SEND US SAMPLES OF CURTIS FIBRE ENVELOPES.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

## ABOUT... THIS and THAT

(Continued)

### Calling Robert Ripley!

This letter was actually received by  
*your reporter*,—believe it or not:

Aurora, Illinois  
April 29, 1938

The Reporter  
Hotel Pennsylvania  
New York, N. Y.

Gentlemen:

We received mail this morning from your establishment in New York City, N. Y., addressed to Mr. V. A. Thompson.

Please be advised that if you wish to do business with the International Corset Company, it is absolutely necessary that you do not address any mail at all to any individual or employee of the company unless it is personal.

It is a rule of this organization that no mail be addressed to any individual, from the President down, but that it be addressed to the company itself when it concerns the interests of the company.

However, it is permissible to address mail as follows:

International Corset Co.  
Aurora, Illinois  
Attention: Mr. V. A. Thompson

We trust that this rule will be followed in the future. Thank you.

(S) Chas. H. Schopbach, Pres.  
International Corset Company

Dear International Corset Company:

It is difficult to answer your letter. Business today is conducted with individuals—more than with institutions. That is why direct mail, as an advertising medium, has grown so tremendously. It is a *personal* medium. You will have a hard time educating an enlightened, selling world to follow your *permissible* methods.

### Two New Issues

1. New Issue of 2 cent ordinary postage stamps. The 2 cent stamp bearing the likeness of John Adams will be the next denomination to be made available in the new regular series. The stamp is identical in size and general design with the denominations heretofore announced except for the change in numerals and portrait. It will be first placed on sale at Washington, D.C. on June 3, 1938, and at other post offices as soon thereafter as practicable.

2. New Issue of 3 cent ordinary postage stamps. The 3 cent stamp bearing the likeness of Thomas Jefferson will be made available at Washington, D.C. on June 16, 1938, and at other post offices as soon thereafter as practicable.

## A Course in Copy

(Continued)

of goods" but this is too brief to sound well. The word "now" is not essential; the words "for the conduct of your business" serve no useful purpose because it is self-evident that the goods are needed for his business. In the second sentence the words "on reference to our ledger" add nothing to the letter. In fact, it makes no difference whether the ledger or some other book shows the delinquency.

The words "no doubt" as used in the third paragraph are much over-worked. They serve no useful purpose and create a feeling of uncertainty. It is much more forceful to say, "you will agree with us." Using the words "no doubt" in a sentence raises the question that there may be some doubt. The words "when this letter reaches you" add nothing whatever to the letter. It makes no difference whether we ask him to take care of the balance when the letter reaches him or whether we say "will you not take care of the balance due?"

It is difficult to understand why the words "or whatever part you may not have given your attention" were put into the letter. "The balance due" is the amount to which he has not given his attention.

Each sentence of the letter stated in the fewest words would be as follows:

1. We dislike to withhold shipment of goods.
2. Past due bills should be paid before we allow new obligations.
3. Take care of balance.
4. Then we shall be glad to send goods.

These sentences are entirely too brief to make a good letter. The following is the revision:

### LETTER NO. 1, REVISED

We dislike very much to withhold the shipment of any goods that you may need; yet we find that your account continues considerably in arrears.

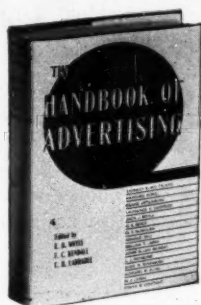
You will agree with us that past due bills should be paid before we allow new obligations to be assumed. Won't you please take care of the balance that is due; then we shall be very glad to send your goods at once.

NOTE: there is little, if any, good will or friendliness in the original letter.

It could be further improved by adding a few words. Somewhat like this:

And now, Mr. Blank, if you are having some business problems which are bothering you, won't you please write me frankly and confidentially. I shall be glad to help you in every way possible.

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Managing Editor, *Printers' Ink*

530 pages, 6 x 9, 48 illustrations, \$5.00

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R D-6-38



# ABOUT . . . THIS and THAT

(Continued)

## Bamberger, The Showman At It Again!

Most recent, in the long series of startling, clever, showmanship mailing pieces developed by Leon Bamberger of RKO, . . . is the breathtaking, heart-beat-jumper circular received in an envelope marked personal, and bearing corner card of Wiseacre Detective Agency.

Circular opened up half way (and sealed) is typical WANTED sheet, bearing picture of a Linda Wilson—and all usual details of rewards, etc. Break seal and when circular is opened to full size, 8½ by 34 inches, it describes new RKO picture "Condemned Women."

*Showmanship*—we are sorry to admit—is a word that gives the average conservative business man a bad case of jitters. But showmanship is a fact. It is essential. You cannot avoid it. The antidote for the jitters is a true understanding of Kenneth Goode's terse description: "Showmanship is TACT, painted like a barbers pole, and blown up like a balloon." Showmanship is *good showmanship* only when it is appropriate.

## We Are Not . . . You Are! We Are Not!

An interesting item from *The Paper Salesman*, h.o. of the Parsons and Millers Falls Paper Companies. Worth reporting.

With radio swiping advertising revenue right and left from newspapers and magazines, their competitive nerves are getting a little twitchy. In a full-page ad, The Crowell Publishing Company (*American Magazine*, *Collier's*, *Country Home Magazine*, *Woman's Home Companion*), takes a sock at radio in this headline:

"People Who Back Shows Are Called Angels."

In thirteen paragraphs of text, Crowell pans radio and praises magazines, asks advertisers to stay out of the "show business." The last paragraph reads:

"If you are backing shows with money that should be spent to sell goods, you can do less spending and more selling in the magazines. People who back shows are called angels. Angels, you will remember, are pure spirits, uninterested in material awards."

However, by the time you read this, Collier's may be on a radio program, or N.B.C. in a campaign in the *American Magazine*. We remember well how Hearst's Arthur Brisbane used to pan direct-mail advertising every whipstitch and get the direct-mail boys into a foamy lather, while all the time the Hearst papers were using direct-mail in large sheaves. Aren't we all in the "show business"?

# your reporter introduces . . .

# SAMS

REPORTING the revolt of the corn belt farmers and the organization of the Corn Belt Liberty League, *Business Week* headlined it aptly: Mutiny on the Bounty . . . Credit for a most effective poster goes to Ford again, for the one showing the annoyed old lady at the party line telephone and the wording "She's still talking about her new Ford" . . . At the other extreme put the *Chevrolet* picture of two toucans and the pun about smaller bills . . . And I still think that Hotpoint refrigerators and Frigidaire electric ranges are named goofily.

★★ Those who are planning to sneak their money into Canada just before the crash (because the Canadians are so sane) will be glad to learn that the *Sun Life Assurance Company* Building in Montreal had to re-number the thirteenth floor the fourteenth in order to rent it to the *International Paper Company*. The Sun building, twenty stories high, is the tallest building in the British Empire. Fancy that!

★★ At the rate that new picture magazines have been coming out, and reprinting all of the ancient negatives in the United States, it won't be long before the Portuguese will be saying that one word is worth ten thousand pictures.

★★ *Marschalk and Pratt*, New York, say "that's the kind of an agency we are." The folksy touch.

★★ Flossy lengevitch from a mau-soleum ad: "Isn't it sensible to investigate the many advantages of over-ground entombment in this beautiful edifice; then with calm judgment the precise type of safe immaculate resting place may be selected."

★★ The School of Business Administration of the *University of Buffalo* has lined up with this department's crusade against the sanctity of statistics. Hereafter the boys are going to

learn how business operates by observing business men in action. As the dean says "statistics only tell what has happened; they can't tell why." Come over in the corner, dean, while I whisper it: Neither can the business men.

★★ A business man, my dear dean, is a fellow who wishes he had something like "bank nite" with which to needle his sales.

★★ Or he is a fellow who ends up his annual address to the stockholders, as follows:

"The current business depression is entering its ninth year. I shall not attempt to assign the cause. I do, however, feel with deep conviction that within a relatively short period the genius inherent in our American democracy will manifest anew the attributes required to master the current business depression. If given a fair chance."

★★ And so we come by easy stages to the main subject: What's the matter with business? And the answer is Business men; business men who have no ideas, no imagination, no courage when the Dow-Jones averages begin to wobble, business men who cannot visualize the probability that "from now on the program's going to be different," business men who have always scoffed at the statistics they didn't like and bet on the ones they did.

★★ The fact is, of course, that business men have been taking a lot of credit for brightness that they weren't entitled to. They bragged about their ability to look a payroll in the face but they never let on about the rabbit's foot they were carrying for luck. They are still trying to cure the depression by incantations—and imprecations.

★★ The plain fact is that business taken as a whole has slipped mainly because business men quit being business men to become political orators. The evidence is that hundreds of different businesses have been recently almost as good as ever in their history.

# MSLICK

★★ Last year over a hundred thousand stokers and 150,000 oil burners were sold for house heating—yet the gas heating industry also had the biggest gain since 1929. I know of a company that spent about \$23,000 on an advertising campaign and sold more than half a million dollars worth of product to a market that everybody said was scared to death.

★★ It can be done—with courage and intelligence. Hundreds of thousands of people still have money — and are more than ever willing to spend it while they can still buy fifty-nine cents worth with a dollar.

★★ But most of the suggestions for the resuscitation of advertising are just silly. Assertions that this or that medium is best, that consumers can be re-sold on advertising by printing blah-blah about what advertising does for the consumer, are just a waste of time. Advertising is not a thing—it's a way; it is not a magic but a sales method. And this is true even of direct mail advertising.

★★ A smart business woman I know always insists that the best advertisement she has ever seen is a plumber's sign with a faucet and lettering upside down. The average consumer's ideas about good advertising are just about as intelligent as that. What's the use of explaining advertising to the average person? Laymen never express an intelligent idea about advertising as an activity. They simply could not understand it without having practiced it for years—even some advertising men never learn much about it. What the layman always talks about when he so frequently lectures an advertising man, is not advertising but some specific advertisement that he liked or, more frequently, disliked.

★★ The doctors and lawyers are smarter than we are; they just tell the layman "you wouldn't understand it." And they make it stick.

★★ When advertising men get over the idea that the way to stop consumers from believing that advertising gyps them is to tell consumers how wonderful advertising is, advertising men will also be ready to stop advertising to each other. Since *Tide* began printing "Stoppers" hundreds of copy writers have been forgetting to write headlines that get readers into the text and have been striving to write headings that will get themselves quoted in *Tide*. For two or three years now I've kept track of the "stoppers" and not one in ten is anything but a wise crack. *John Caples*, who knows as much as anyone in America about headlines, would not, I am sure, rate many of them very highly. Cleverness that is not relevant hardly ever works. The hardest thing a copy writer has to learn is to discard the far-fetched analogy. And the next hardest habit to break is that of sneaking up on the reader, hoping to get him to read well into the copy before he discovers that it is not about what he thought it was.

★★ Advertising is commonly thought of and described as a cause of human activity but it is just as valid to regard it as an effect. When does an advertisement become advertising? When it is written, or printed or circulated, or seen and read? Or when it is acted upon? If the only good advertisements are those that work, then surely it is the response that makes the advertisement and not vice versa. It is just as true that readers (by reading) create advertisements as that advertisements (by being readable) create readers.

★★ All of the leading tire makers today are basing their advertising upon safety. Ten years ago no tire manufacturer would touch this theme. An easy explanation is that the tire manufacturers were too stupid to know a good theme, a good device for getting drama into their advertising, until they had tried everything else. But a more sensible explanation is that tire manufacturers had to wait until the motoring

public had been made accident-conscious through newspaper and magazine crusading.

★★ A reading public informed about traffic casualties and emotionally aroused becomes responsive to tire advertising that dramatizes safety. This background is what makes present tire advertising work. The advertising does not impart anything new to the reader—it simply evokes what is already there. Readers, by being what they are, make today's tire advertisements effective.

★★ The air conditioning industry has apparently decided to do something in the way of word coining and trade naming and to get away from the unwieldy phrase "air conditioning." *Chrysler* began it with "*Airtemp*" and now *York* is out with *Yorkaire*. The industry is reversing what happened with artificial silk. There the manufacturers got together early and coined a word, rayon, which was promptly accepted by the public as a distinctive, convenient name for a new product. But since then no inventiveness has been shown; the only distinctive brand name that has any recognition is *Celanese*. The air conditioning manufacturers have started out to invent distinctive names for individual products but the generic name for what they all do, has not yet evolved.

★★ Radio to the right of them, sponsored movies to the left of them, volleyed and thundered—no wonder the recent annual meeting of the *American Newspaper Publishers Association* was slightly gloomy. With a depression reducing advertising revenues, with competition from other mass media increasing, and with the administration at Washington lecturing them almost daily the newspaper publishers' lot these days it not a happy one. But it's their own fault. Who quit being newspapers and started competing with the magazines in providing entertainment? Who built up all the O. O. McIntyres, Walter Winchells, Heywood Brouns, Westbrook Peglers, Walter Lippmanns, Dorothy Thompsons and Hugh Johnsons to the \$25,000, \$50,000, \$100,000 a year salaries for filling so much space with prejudiced opinions and fancy writing that there is no room for four-fifths of the important news of the world? Who made the editorial cost of newspapers so high that in order to

## your reporter introduces ... SAM SLICK

(Continued)

make a profit advertising space must sell for so high a rate that many merchants find it cheaper to print and distribute their own advertising or else cut down their space because it cannot pull in enough customers to pay for itself?

★★ Nobody but the newspaper publishers themselves got them into the fix they are in—and nothing can get them out of it except a return to sanity and their proper function. You can count on your own set of fingers all of the metropolitan newspapers in the United States that still attempt to provide adequate news coverage.

★★ The newspaper publishers also had considerable to say about the menace to the freedom of the press. But when are the newspapers going to realize that only people who believe in newspapers, who consider them reasonably honest and not just another kind of racketeer, are going to support the newspapers when their freedom is really menaced? If the newspapers treat their public as morons and sneer at their readers as saps, how can they expect these people to get excited and fight for the freedom of the press when all they have ever seen is the license of the press? If the public proves to be cynical when the crisis comes, who will have made it so?

★★ The plight of newspapers is just one more example of a typical situation brought about by trying to get out of an enterprise or a form of activity more than there is in it. All of the various advertising media have been or still are guilty of it. It seems to be the American way. Every medium seems to believe that its only possible course of development and progress is to claim everything in sight, and extend itself into every budget that is big enough to be worth going after.

★★ Instead of confining themselves to the type of sales promotion for which they are logically fitted and which no other medium can do as well, we see newspapers attempting to do a magazine job, radio going after the nickels and pennies of little local merchants with cheap spot announcements on dinky half-a-kilowatt stations, and the magazines reaching into the news-

paper and direct mail fields with supplementary merchandising and store display to make up for their thin coverage.

★★ Not one of the general media has yet developed its theory and defined its logical relation to marketing in anything like a scientific sense. Any one of the media will take anybody's money for running the most absurd copy and will permit any advertiser to attempt impossible selling tasks. Advertising is still being sold by all these media as the modern magic.

★★ Direct mail advertising might be as flamboyant as any other medium if it could get away with it. But it cannot. In the first place its cost per prospect is relatively high and in the second place it is so easy to check up on it and decide whether or not it is doing its job. In this respect, of course, direct mail is in the same class as mail order or keyed space in publications.

★★ *Time* is one place where an idea that has worked is not lightly discarded for something new just because it is new. For years now *Time* has used the same form letter with a stamp stuck on it, to notify about-to-expire subscribers and to bring back a check. And the famous "Do You Own A Horse" questionnaire that went out ten years ago to all the subscribers with D surnames has been dug out and sent to the S surnames.

★★ The *Frank Irving Fletcher* autobiography *Lucid Intervals* impressed me as ghost writing, in the sense that it did not seem to be about a man who has worked and worried, ate, slept and played. It is a beautiful piece of writing but when you have read it all you know less about Fletcher than you did before. Fletcher has contrived to become a legendary figure—his book is a legend about a legend, garnished with epigrams.

★★ Now that a number of picture magazines, besides *Look* and *Click*, are coming out twice a month, "bi-monthly" has been revived to describe them. There are 532 colleges and universities giving courses in journalism—and in most of them you don't have to know how to write English.

★★ One of the most elaborate—and least noticed—examples of "Business as usual during alterations" is the *Ladies Home Journal*. A couple of people named Mr. and Mrs. Gould are doing the alterations and the business as usual. One of these days these two clever people will think up a way to get the "Ladies" out of the title—for it is as anachronistic in the changing *Journal* as anything could be.

★★ Few utterances by *Will H. Hays*, czar of moviedom, excite my unreserved approbation, but Mr. Hays's conviction that advertising disguised as entertainment, and any marked extension of out and out advertising in theaters is sure to invite public ill-will, is hereby endorsed. Advertising ought to be kept out of theaters, theater programs, restaurants, subways and a lot of other places. Why should all of these highly profitable businesses have to chisel in on advertising also?

★★ Women's hats haven't been so comic in years as they are currently. Besides the shapes, they are hard to get on at the right angle and a lot of them muss up the hair when removed. *Variety* says enough women are staying out of movies these days (because taking off and putting on their hats is so much trouble) that film men are having a headache over it.

★★ Ford is so used to getting favorable publicity that it must have been quite a jolt when *John T. Flynn*, financial writer, hung a shiner on the Sunday Evening Hour (and Mr. Cameron) during the anti-propaganda discussion of the Town Meeting Of The Air. That Flynn's remarks about softening up the audience with music as a preparation for the Cameron talk struck home, was evident the following Sunday when *W. J. Cameron* used his time to explain that Ford used the music purely as music. And then a few days later the automobile workers maneuvered Henry onto a spot by proposing a \$1500 annual wage and compelling puissant Henry Ford to admit that he can only pay wages when people buy cars enough. This was some recession from Cameron's assertion only a few months ago that Henry Ford invested \$9,000 in order to make a job for one man.

SAM SLICK





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